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THE NATIONAL NEWSPAPER OF MARKETING

Liebmann Shifts Beer Account to JWT from FC&B

Augmented Activity of Brewer's President Seen Among Causes of Change

NEW YORK, Dec. 21—J. Walter Thompson Co. once again has a beer account. The agency was named yesterday by Liebmann Breweries to succeed Foote, Cone & Belding, which got a Christmastime pink slip after nearly 20 years.

The move ended a dramatic year for the maker of Rheingold, which has been aiming to stem its slipping sales.

Cutting Foote, Cone from the $7,000,000 account followed the brewery's recent surprise purchase of radio-tv sponsorship rights to New York Mets baseball games.

■ It also followed realignment of advertising personnel a couple of weeks ago. In that shuffle, Philip Liebmann, brewery president, made no bones about the role he intends to play by assuming the new title of director of advertising. At the same time, G. Peter Fitzpatrick, formerly manager of new products, was promoted to assistant director of advertising. William L. Dye, longtime ad manager-media, assumed the additional responsibilities of public relations.

Within the past year or so, Rheingold has seen a new vp in

(Continued on Page 46)

London Press Exchange Buys Otto Agency

London Acquisition Puts Otto at Head of Otto-Intam, U.S. Unit

NEW YORK, Dec. 20—Robert Otto & Co., U.S. export agency, has been merged into London Press Exchange, one of Britain's largest agencies.

Robert Otto

The move is significant because:

• In a reversal of the current trend for U.S. agencies to go abroad, it is probably the first time a major overseas agency (LPE billed nearly $45,000,000 in 1960) has crossed the Atlantic to take over a U.S.-owned agency.

• It marks a new turn in the fortunes of the Robert Otto agency, which five years ago announced that it was the first "overseas-only" agency to bill $5,000,000

(Continued on Page 46)

Sen. Johnston Hints P.O. Rate Hike Will Get Okay

WASHINGTON, Dec. 20—The administration's chances of ramming through postage rate increases next year increased sharply today as Sen. Olin Johnston (D., S.C.) announced that his post office and civil service committee will act as soon as the House approves a rate increase bill.

Sen. Johnston has strongly resisted rate increase proposals in the past. Following a meeting with Postmaster General J. Edward Day this week, he indicated that one of his major objections to rate increases, the failure of the Post Office to deduct from its deficit a credit for the public service costs which are incurred by the department, has been resolved, at least in principle.

■ There were no complete ex-

(Continued on Page 47)

The night lights glimmer

WALKER'S DELUXE—*Hiram Walker & Sons will run this full-color page ad for its Walker DeLuxe in the January and February issues of Esquire, Harper's, Holiday, The New Yorker, Show Business Illustrated and Town & Country. Foote, Cone & Belding, Chicago, is the agency.*

'Why Burden' Bates' Top Copy Man? . . .

Reeves Drops Administrative Post to Concentrate on Creation of Ads

Bates Resumes Title of Chief Exec, but Role Is Unchanged: Montgelas

(For a review by S. I. Hayakawa of Mr. Reeves' controversial book—and Mr. Reeves' reply—see Page 29.)

NEW YORK, Dec. 20—Rosser Reeves, chairman and chief executive officer of Ted Bates & Co., will relinquish his administrative duties to give full time to copy, Rudolph Montgelas, agency president, said today.

Mr. Bates will resume the title of chief executive, a role which has actually been assumed by four of the principals regardless of title, Mr. Montgelas said.

■ Mr. Montgelas' announcement confirmed Madison Ave. rumors of the shift in Mr. Reeves' duties, but minimized the implication that it was a demotion.

"Rosser Reeves is probably the greatest advertising writer around today," Mr. Montgelas said. "There's nobody who can hold his slippers. Why burden him with tax questions and other management problems when he can spend 100% of his time turning out copy—the most important thing this agency has to sell?"

Titles notwithstanding, the agency's administration has been shared by himself and Messrs. Bates, Reeves and Kearns (vice-chairman), he said.

"None of the four of us can be completely administrative staff officers," he said. "That's not worth anything.

■ "We all have line functions. It's no secret that mine principally is the Colgate-Palmolive account; Mr. Kearns and Mr. Bates have groups of accounts to worry about.

"Mr. Reeves hasn't been turning out copy, but now he will be able to give all of his time to this function."

The chief executive function is secondary in the agency, according to Mr. Montgelas. "A purely administrative officer is worth maybe $20,000 a year," he said, "and who needs him?"

Companion rumors that Mr. Bates will play a much larger part in the agency's affairs than in recent years are untrue, simply because Mr. Bates has never quit being active, Mr. Montgelas said.

In fact, he added, Mr. Bates "has come in here every day and has been involved daily in staff and management decisions. Ted literally never makes a speech; he has never written an article; he never goes to conventions. He's simply interested in the care and feeding of clients."

Ted Bates & Co. last year billed more than $119,000,000. #

Last Minute News Flashes

Hamm Promotes Adams, Callahan and Johnson

ST. PAUL, Dec. 22—Theo. Hamm Brewing Co. today announced the appointment of Charles T. Adams as director of marketing; John Callahan, director of market research; and Leonard L. Johnson, director of advertising. Mr. Adams was Hamm's ad director for three years; Mr. Callahan had been assistant marketing director since 1957, and Mr. Johnson had been assistant ad director since 1960.

Chesebrough-Pond's Forms Creative Services Unit

NEW YORK, Dec. 22—Chesebrough-Pond's Inc. has formed a creative services department to serve all the company's marketing divisions and named Clarke C. Hambley manager of creative services, effective Jan. 1. Mr. Hambley has been vp of advertising for the Prince Matchabelli division and in charge of marketing for Aziza eye cosmetics. The new department will deal with packaging and sales promotion.

Doner, Harrison to Announce Merger

NEW YORK, Dec. 22—A merger agreement between W. B. Doner & Co., and Lester Harrison Inc., both New York, will be revealed in a statement scheduled for release next week. Although the link (AA, Dec. 11) still is not yet official, all details have been worked out. The merger will produce $5,000,000 to $6,000,000 billings in the operation here (the total billed by the Detroit-quartered Doner shop was listed by AA at $20,000,000 for 1960).

(Additional News Flashes on Page 37)

FTC to Try New Kind of Probe in St. Regis Case

Congress Committee Investigations Seen Model for New Move

WASHINGTON, Dec. 22—A novel and immensely important procedure will be unveiled here next Thursday if the Federal Trade Commission goes ahead with a plan now under way to call officials of St. Regis Paper Co. for what is being called "an investigative hearing."

The commission has made no announcement about what it has in mind. But St. Regis confirms that its six top officials are under subpoena to appear before the commission at 9 a.m. Thursday and that they are to bring an assortment of documents which the commission says it wants.

Speculation among well informed individuals indicated St. Regis faces a procedure akin to a congressional investigation.

Since 1956, the FTC staff has met one rebuff after another in its efforts to investigate the impact of mergers which St. Regis has carried out.

■ In an effort to bring the issue to a head, the commissioners are taking the unusual—and possibly unprecedented—step of taking the investigation back into their own hands.

Aside from its impact on the dispute with St. Regis, the proposal is an example of new techniques which Chairman Paul Rand Dixon is using in an effort to jar FTC out of its sluggish ways *(see "In Washington" on Page 41)*. Having served as general counsel of the Kefauver investigating committee, he respects the usefulness of the congressional investigating technique,

(Continued on Page 37)

Ketchum Gets Ciba Ethicals on Fee Basis

Three Other Drug Marketers Shift Agency Assignments

NEW YORK, Dec. 21—In an end-of-the-year flurry of press releases, a number of drug companies have announced they'll start the new year off with new agencies.

■ The biggest jolt was the announcement that a consumer agency, Ketchum, MacLeod & Grove, would handle the prescription drugs of Ciba Pharmaceutical Products on a fee basis, effective April 1. The account at present is split between two ethical drug agencies, William Douglas McAdams Inc. and Sudler & Hennessey.

According to trade sources, the company unsuccessfully broached the question of rebates to at least one of its agencies before making the break. A new method of compensation, however, was only one of the reasons for the switch,

(Continued on Page 37)

Net TV Up 10.6% for 3rd Quarter; P&G No. 1 Again

25 Leaders Bought $174,830,268 Worth of Network Time

NEW YORK, Dec. 20—Estimated gross time expenditures for network television for the third quarter of 1961 vs. the third quarter of 1960 were up a healthy 10.6%, thanks chiefly to noteworthy gains in these categories: soaps, cleansers and polishes; food and food products; toiletries; tobacco and related items; and drugs.

Time sales, reported by the Television Bureau of Advertising, totaled $174,830,268 this year, against $158,102,563 for the comparable period last year. These billings, which do not include talent costs, are compiled by Leading National Advertisers-Broadcast Advertisers Reports.

The perennial leader, Procter & Gamble, held first place on the list of spenders, with a budget that was up nearly $4,750,000 over last year. Next in line, with little gain over last year, were Lever Bros. and American Home Products. R. J. Reynolds, fourth, and P. Lorillard, fifth, boosted their budgets about 100%.

■ Among the big spenders showing network tv retrenchments were

(Continued on Page 46)

FCC Warns Radio Stations About Fredericks Show

Must Provide Balance to His Views, Reveal Sponsorship, Says Letter

WASHINGTON, Dec. 20—Radio broadcasters which carry the Carlton Fredericks "Living Should Be Fun" program got a letter from the Federal Communications Commission this week which indicated that their own living might not be so much fun at renewal time.

The commission said its investigation of the program raises two issues: (1) The program includes controversial statements about diet, nutrition and health; and (2) it is often surrounded by spots by a mail order house which may actually be the sponsor of the program.

"In view of the above," FCC told the stations, "it is requested that within 15 days of the date of this letter, you submit to the commission a statement setting forth (1) your past performance and future intentions with respect to your policy in obtaining responsible presentations of viewpoints opposed to those presented on 'Living Should Be Fun' insofar as it deals in controversial issues; and (2) the inquiry, if any, made by you with respect to your obligation to ascertain the necessity for announcement of sponsorship of the program, and the results thereof."

■ The letter, circulated to at least 50 stations, reportedly is the result of an investigation that was touched off at an "anti-quackery" rally sponsored jointly by the American Medical Assn. and the Food & Drug Administration here, when Dr. Frederick J. Stare, of the Harvard School of Public Health, complained that FCC stands silently by, letting radio stations present food faddists. (AA, Oct. 9).

"Mr. Minow, you could catch some fish," Dr. Stare said. "Not only could you catch them, but you should catch them, unless our radio waves are to be used in part for harmful, false, misleading nutritional propaganda."

FCC told stations it is calling their attention to results of its investigation of the Carlton Fredericks program.

■ In his program, FCC said, Mr. Fredericks often expresses disagreement with views held by private and government organizations in the diet, nutrition and health field.

"So it is obvious his program deals, at least in part, with controversial issues of public importance," FCC said. It then quoted language of a policy statement which requires stations to "play a conscious and positive role in bringing out balanced presentation of opposing viewpoints."

With respect to the commercial status of the program, FCC said:

"The commission's investigation also has revealed that many stations which broadcast 'Living Should Be Fun' have received orders, simultaneously with their purchase of the program, for one-minute commercial spots adjacent to the program on behalf of a certain mail order vitamin company.

■ "The trade journal advertisement of the Fredericks program by its producer, C. F. Productions Inc., promises stations buying the program that 'you get firm commitment from national advertiser to buy time immediately preceding or following the Fredericks program, or both'."

This order for advertising was placed by an agency having the same address as the producer of the program, and the person listed as the contact at the advertising agency was also the person who signed letters to stations regarding their purchase of the Fredericks program, and the price paid for the spots was substantially the same as the price of the program.

■ "Also," FCC said, "the vitamin catalog of the mailing company states that 'Carlton Fredericks is our chief consultant' and was responsible for the formulation of many of its vitamin products. And, although the stations investigated made no announcement on the air of a connection between the program and the mail order vitamin commercials adjacent to it, some listeners who have written Fredericks for diet booklets offered on the programs have received, in addition to the requested diet booklet, a vitamin catalog from the mail order firm, with a letter of endorsement from Mr. Fredericks.

"The facts outlined above should have put you on notice of the possibility that the vitamin company is actually the sponsor of, or has an interest in, 'Living Should Be Fun' and should, in the exercise of reasonable diligence, have resulted in appropriate inquiry to the producer and/or advertising agency and/or vitamin company." #

Pabst Sells Hoffman Beverage

MILWAUKEE, Dec. 19—Pabst Brewing Co. has sold its soft drink subsidiary, Hoffman Beverage Co., Long Island City, N. Y., for an estimated $7,000,000 to a group of eastern investors headed by Robert Sealfon, president of Liberty Syrup Corp., New York.

James C. Windham, president of Pabst, said Hoffman was sold so that Pabst could concentrate all of its efforts on expanding beer sales. Pabst acquired Hoffman Beverages in 1945 and operated it as a consolidated subsidiary.

Mr. Sealfon announced that Grey Advertising, New York, will be retained as Hoffman's agency. He added that he has "plans in mind for expanding Hoffman's marketing area," but he declined to discuss them. Hoffman currently sells its line of soft drinks in New York, New Jersey and Connecticut and has a franchise operation in Miami. #

Kimball Adds Account

Chicago Market News, Chicago, has appointed John R. Kimball & Co., San Francisco and Beverly Hills, as its representative in 13 western states, including Alaska and Hawaii.

Curcio Kirsch Hendricks

'PARADE' CHRISTMAS FIXIN'S—*It all started as a gag three years ago when Parade people hung Christmas cards on office doors. Now Parade gives prizes for the best decorated department. Shown here is the promotion department's Jo Curcio, Gerry Kirsch and Rebecca Hendricks, who plan socks' appeal for Santa.*

Cincinnati Agency Triples Store's Toy Volume with 'Toy County' Gala

CINCINNATI Dec. 22—A lemonade fountain, a candy cane factory, a huge dollhouse, a free shooting gallery, and a Fantasy Garden were just a few of the ideas put into operation by Farson, Huff & Northlich in promoting the toy department of the H & S Pogue Co. department store in the large Tri-County Shopping Center near Cincinnati. The immediate effect? Toy sales doubled the first two weeks, and by Dec. 12 were close to triple last year's volume.

Free Lemonade

TOTS' TREAT—*Free lemonade was just one of many delights at H & S Pogue's Toy County promotion.*

FH&N took over the entire project for the Cincinnati department store's Tri-County branch. The agency planned the entire "Toy County" and its fabulous contents, and transplanted a real candy factory here from Gatlinburg, Tenn., so that shoppers could watch the production of the traditional candy canes—and enjoy them as free samples as well.

Fantasy Garden included such novelties as a "pop-corn tree," a "candy cane bush," a "jelly bean vine," a "cookie tree" as well as the free lemonade fountain.

■ Toy County also offered free entertainment, with tv stars, and the recently publicized finger painting chimpanzee from the Cincinnati zoo.

A 20x14' model home, scaled for five and six-year-old girls, was completely outfitted with children's furniture and toy appliances; while the boys could walk up to the free shooting gallery and fire away at the cutouts of western bad men. #

Weather Insurance Offered

Morton Werner, of Lawton-Byrne-Bruner Insurance Co., St. Louis, has established a "weather guarantee" policy to help boost the sale of weather-related items. Under terms of the insurance, if the temperature over a given period of time does not reach a specified goal, a portion of the purchase price is refunded.

British TV Body Cites Need for Two More Nets

Commercial Chain Could Pay Its Way, ITA Says; Urges Teaching Programs

LONDON, Dec. 19—The Independent Television Authority (ITA) has announced details of its recommendation for another commercial television network and of a fourth network providing an educational service for all (AA, Dec. 18).

ITA, the government body controlling commercial tv, revealed its recommendations to the Pilkington Committee, formed in September, 1960, to set the pattern of broadcasting and television in Britain.

It is generally accepted that there is room for one and possibly two additional British television networks, but one which would provide all-day service would be costly.

ITA estimated this cost at not less than $112,000,000 annually, and still higher in the event of a switch to 625-line screen from the present 405-line tv.

■ "Against this, there is clear evidence from the existing income of independent [i.e. commercial] television that two self-supporting services operating side by side could pay their own way as long as present costs do not rise prohibitively and as long as the audience is shared among three general services and not four. In this way, any increase in tv license fees would be avoided."

Otherwise, ITA said, the additional cost of providing a third general service would add about $8.40 to the present license fee of $14.

ITA suggested that if there were to be two commercial, self-supporting services in addition to BBC, statutory provision should be made for common standards governing both.

■ "There would be a need for uniformity of practice in such matters as the selection and appointment of program companies, in the maintenance of political impartiality, in the use of foreign material, in regulating the amount of advertising and in prescribing the standards of advertising conduct," it said.

If an additional regulative agency, paralleling the ITA, were to be brought into being with the new service, the need for uniformity in certain respects might not be satisfied, the authority argued. It felt also that an agency placed over both authorities might lead to cumbersome and confused control.

This appeared to be a bid for control of the third network, which would work in competition with the existing commercial network controlled by ITA.

■ The new third channel should be diverse and regional in form, as is the existing commercial net, ITA said, and added that further diversification of television is much to be desired.

"There is a clear need in the public interest to widen access to broadcasting, to extend the viewer's choice of programs from separate sources, and to this end to provide within television as much diversity and independence of control and operation as is technically possible," the authority said.

It pointed out that while radio broadcasting continues as a monopoly, 13 separate independent tv

(Continued on Page 38)

Highlights of This Week's Issue

La Choy Food Products will launch its 1962 advertising-merchandising program with a tie-in promotion with the premiere of the new motion picture, "Flower Drum Song" ....Page 4

Rayco will enter the tires, batteries, and auto accessories business with a $2,500,000 campaign ....Page 6

Skyway Luggage Co. moves its account from Carson/Roberts to Kraft, Smith & Ehrig ....Page 8

Newton Minow, FCC chairman, suggests that broadcasting leaders stop "spending their strength" in shouting about "censorship" and get on with the job of building better programs ......Page 10

Dana Corp. sells its limited slip differential via business papers ......Page 14

Harrison F. Dunning, exec vp, Scott Paper Co., says that 50,000,000 housewives levy their judgment daily on industry. Those companies that fail to satisfy suffer the consequences ....Page 15

Admen feel that the Sunday supplement field is much stronger now that The American Weekly has decided to lop off 21 of its 31 newspapers after Dec. 31 ....Page 18

S. H. Benson Ltd. disposes of its majority holding in Keymer Advertising Ltd. to David Williams ....Page 19

Vincent R. Bliss, vp and assistant to the president of Campbell-Ewald Co., retires after nearly 30 years in the agency field ....Page 20

Radio code board of the National Assn. of Broadcasters stands firm on existing rules limiting commercial time, liquor advertising and "intimately personal problems" ....Page 21

S. I. Hayakawa, authority and teacher on semantics, reviews Rosser Reeves' book, "Reality in Advertising" ....Page 29

Rumrill Co. moves into consumer goods, sees billings hitting $15,000,000 in 1962 ....Page 40

Schloss Poster Advertising Co. is named defendant in a $5,000 breach of contract suit by the Christian Action League of North Carolina ....Page 43

Norge division of Borg-Warner Corp. names Clinton E. Frank Inc. to handle its $1,000,000 account ....Page 44

Curtis Publishing Co. eliminates portion of its employes' pension plan ..Page 47

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Pall Mall Keeps Lead in 1961 Cigaret Derby

New York, Dec. 22—American Tobacco Co.'s Pall Mall, with estimated sales of 70.8 billion cigarets in 1961, was the U.S.'s top cigaret brand for the third successive year, according to *Business Week*.

The magazine reports that Pall Mall, which first wrested the lead from R. J. Reynolds Tobacco Co.'s Camel in 1959, hiked sales 4.1% above the 1960 level of 68 billion units. Camel remained steady at 66.5 billion.

Total industry sales reached a record 485 billion units, compared with the revised estimate for 1960 of 470.1 billion.

Dark horse of the business this year was Reynolds' menthol king filter, Salem, which posted an 18.8% increase over 1960 sales, and moved into fourth place behind the company's king filter Winston. Salem was sixth last year. Reynolds thus had three brands in the top four and accounted for over a third of all cigaret sales in the U.S.

■ Led by Salem, menthols made the biggest gains. P. Lorillard Co.'s Newport hiked sales 29.1%, adding 1.6 billion units to the previous year's 5.5 billion. This was the largest increase of any brand in the top 20.

Philip Morris Inc.'s Marlboro registered a 10% increase, and Brown & Williamson Tobacco Corp.'s Raleigh added 13.3%. But B&W's king filter Viceroy was down 7.4% from last year's estimated 21.5 billion, the biggest percentage decline among the brands.

"The success of the filters seems to have leveled off," reports *Business Week*. "They accounted for 53% of the market—a gain of less than 2% over the previous year. Winston again led the pack, with an increase of more than 11% over last year.

"The 1961 sales estimates indicate a weakness in the high-filtration style. Regular filters gained an estimated 7.2 billion (5.1%); menthols gained 9.1 billion (16.2%); and high-filtration brands declined 1.8 billion (3.9%). Only Parliament, of the high-filtration style filters, improved on its 1960 performance."

■ The magazine noted that of the two new brands introduced a year ago, Kentucky Kings (B&W) and Belair (B&W), the first fell off 50%, while the second, a menthol filter, matched 1960 sales of some 1 billion.

The magazine estimated Reynolds' 1961 sales at 162.5 billion units (against 150.6 billion in 1960), American at 125.2 billion (122.7 billion) and Liggett & Myers Tobacco Co. at 50.7 billion (53.0 billion). #

How Leading Cigaret Brands Fared in 1960-1961

Source: Business Week

'61 Rank	Brand	Company	'60 Rank	U.S. Sales (in billions of cigarets) '60	'61	% Change plus or (minus)
1.	Pall Mall (K)	American Tobacco	1	68.0	70.8	4.1
2.	Camel (R)	R. J. Reynolds	2	66.5	66.5	——
3.	Winston (KF)	R. J. Reynolds	3	49.6	55.0	10.9
4.	Salem (KF)	R. J. Reynolds	6	34.4	41.0	18.8
5.	Lucky Strike (R)	American Tobacco	4	41.5	40.5	(2.4)
6.	Kent (RF&KB)	P. Lorillard	5	35.0	34.0	(2.9)
7.	Chesterfield (R&K)	Liggett & Myers	7	27.0	25.5	(5.6)
8.	Marlboro (KF)	Philip Morris	9	22.0	24.2	10.0
9.	L&M (RF&KF)	Liggett & Myers	8	24.5	24.0	(2.0)
10.	Viceroy (KF)	Brown & W'mson	10	21.5	19.9	(7.4)
11.	Kool (R&KF)	Brown & W'mson	11	14.9	15.9	6.7
12.	Tareyton (K&KF)	American Tobacco	12	12.5	13.6	8.8
13.	Raleigh (K&KF)	Brown & W'mson	16	9.0	10.2	13.3
14.	Parliament (KF)	Philip Morris	13	9.5	9.7	2.1
15.	Philip Morris (R&K)	Philip Morris	14	9.5	9.5	——
16.	Old Gold (R&KF)	P. Lorillard	15	8.8	7.8	(11.4)
17.	Newport (M&F)	P. Lorillard	17	5.5	7.1	29.1
18.	Alpine (MKF)	Philip Morris	18	2.5	2.5	——
19.	Belair (KFM)	Brown & W'mson	20	1.0	1.0	——
20.	Oasis (MKF)	Liggett & Myers	21	1.0	1.0	——
All others				2.0	1.0	
Total				470.1	485.0	

R—Regular, K—King, F—Filter, M—Menthol

CHEMICALS FOR INDUSTRY:
Swift supplies industry with chemical tools for making better products in more efficient ways
Swift

NEW SWIFT PUSH—*Swift & Co. will launch a new campaign for its industrial products with this full-color bleed spread in the January issue of Fortune (AA, Dec. 18). Six or seven other ads will run later in the same magazine. McCann-Erickson, Chicago, is the agency.*

Canadian Ford Consolidates Its Truck Ads at JWT

Toronto, Dec. 21—Ford Motor Co. of Canada Ltd. yesterday announced that it will place all its truck advertising through J. Walter Thompson.

Ford of Canada's truck advertising had been split between two agencies, with JWT handling Ford trucks and Vickers & Benson handling Mercury trucks.

The switch, which involves an estimated $200,000 in billings, was made to "effect economies" in the company's truck advertising program.

Vickers & Benson continues to direct the major part of Ford of Canada advertising account, total billings of which are not known but are roughly estimated at $6,000,000 a year.

Vickers & Benson now directs advertising for Mercury and Lincoln Continental cars, Ford and Fordson tractors and farm implement parts, general parts and accessories, institutional and British Fords. JWT now directs the accounts of Ford and Mercury trucks and Ford and Thunderbird cars. #

MAB Appoints Waggaman; Mullen Will Join LNA

New York, Dec. 20—Eugene S. Waggaman Jr., formerly co-chairman of the promotion-merchandising committee of the Magazine Advertising Bureau, has been appointed manager of MAB. Effective Jan. 2, he steps up, as W. H. (Moon) Mullen, who has been executive director of MAB, departs.

Although Mr. Waggaman's new title is different from Mr. Mullen's, MPA said the two titles amounted to about the same thing. However, it was thought that the title change reflected tighter MPA executive supervision over MAB.

Mr. Mullen, who last week resigned the MAB post, will join Leading National Advertisers as a consultant. According to Magazine Publishers Assn., he also will "serve as a consultant" to Publishers Information Bureau. PIB, although a "separate legal entity," is housed in the magazine center, at 444 Madison Ave., along with MPA and MAB. Leading National

(Continued on Page 47)

Y&R to Expand in Industrial Field, Gribbin Tells ABP

New York, Dec. 20—Young & Rubicam aims to grow in the industrial field in the 1960s, George H. Gribbin, president, said here today.

He told a meeting of sales representative members of Associated Business Publications, "A look at what will happen to business in the '60s indicates there's going to be greater expansion in the areas of chemicals and electronics." For Y&R to grow, "we will have to get in there more," he said.

Mr. Gribbin said that historically Y&R has been interested mainly in large consumer accounts: "We've not had the Du Ponts and Johns-Manvilles." #

Wisconsin Bank Group to KVPD

Klau-Van Pietersom-Dunlap, Milwaukee, has been named to handle advertising for Marine Corp., a Wisconsin bank holding company operating six banks in Milwaukee County and three others in Wisconsin, effective Jan. 1. Principal member of Marine Corp. is the Marine National Exchange Bank, which will be the principal tenant of the Marine Plaza, new office complex in Milwaukee.

Owens-Illinois Unit to Swink

Howard Swink Advertising, Marion, O., has been named to handle advertising for the forest products division of Owens-Illinois Glass Co., Toledo. The account was formerly handled by J. Walter Thompson Co., New York.

Ad Agencies Flying Own Planes . . .

Better Client Service Keeps Admen Up in Air

Agencies in Small Cities, or with Clients There, Find Plane-Owning Pays

Chicago, Dec. 20—If the predictions of some admen come true, the airplane may become as essential a piece of equipment to an advertising agency as a typewriter or a drawing board.

A survey by Advertising Age disclosed that a number of U.S. agencies own their own planes. It appears that many more middle-size agencies, in middle-size cities, own their own aircraft than larger shops. Some small agencies are aircraft owners. But only a handful of Chicago and New York agencies own planes.

Bob Chatley, director of advertising and sales promotion for Cessna Aircraft Corp., Wichita, said that a "marketing revolution" has been responsible for increasing agency ownership of planes.

■ "Many large companies have moved from large cities to smaller towns which are difficult to reach by commercial airlines or trains," Mr. Chatley said. "Many agencies have found that the fastest and most convenient way to reach these out-of-the-way towns is by flying their own aircraft."

He pointed out that clients' demands for more services, together with more and faster campaign changes, require more personal contact. And this dictates the use of planes, he said.

Mr. Chatley said that when all factors are considered—including agencies' declining profits—it is more profitable for agencies to own their own planes. Commercial airline service to smaller cities also has been declining because the larger airlines have been concentrating on longer, non-stop flights to larger cities, and many

(Continued on Page 35)

Call of Agency Field Is Irresistible, so Clyne Joins Maxon

New York, Dec. 21—C. Terence Clyne found he didn't want to spend his "twilight zone" out of the agency business. So, the former Biow Co. and Interpublic executive will be back shortly in agency harness.

C. Terence Clyne

A contract bringing Mr. Clyne into Maxon Inc.'s management is expected to be signed next week (AA, Dec. 18). Plans call for him to be a director and a stockholder, and to work on account planning.

Mr. Clyne resigned as vice-chairman of Interpublic and head of M-E Productions in mid-1961 after the departure from Interpublic of the two accounts with which he was most closely associated—the $4,000,000 Bulova business and the $10,000,000 Liggett & Myers account. At that time, Marion Harper Jr., Interpublic president, indicated that Mr. Clyne was leaving because he wanted to retire from the agency business.

■ This week Mr. Clyne said he had intended to quit the agency field for government service and consulting. But he changed his mind after the Washington situation failed to shape up as anticipated.

There has been some speculation as to what clients might follow him to his new post. His long-term non-exclusive consulting contract with Interpublic, which runs into the late 1970s, precludes his acting as an advertising agent for any accounts that were at McCann during his tenure. #

Arnold Bakers Names Donahue & Coe for New Coffee Brand

Port Chester, N. Y., Dec. 19—Soon there will be Arnold coffee to drink along with Arnold bread and cookies.

The executives of Arnold Bakers Inc. have set up an independent corporation, Arnold of Columbia Inc., to market a quality 100% Columbian coffee under the Arnold brand name. Initial distribution will be in the New York market, beginning early in January. The coffee will come in an all-purpose grind, and will sell for 93¢ per pound.

Donahue & Coe, which has handled the Arnold Bakers account since February, has been assigned the coffee account also. A spot tv campaign introducing the brand in New York will invite consumers to "have toast and coffee with Arnolds."

■ Arnolds' bakery products are distributed primarily along the Atlantic Coast from Maine through Virginia, and it is hoped that Arnold coffee will follow the same paths. #

Philco Assigns Sunshine Centers Account to Maxwell

Philadelphia, Dec. 19—Maxwell Associates has been appointed agency for the Philco-Bendix self-service coin-operated wash and dryclean Sunshine Centers, succeeding Batten, Barton, Durstine & Osborn, New York.

Advertising plans have not been completed, but "will probably include national mass audience publications and broadcast media to obtain consumer acceptance and to attract investors for the stores." Local newspapers, radio and television are planned to back the national campaign.

Maxwell has all divisions of Philco except the consumer division, which is handled by BBDO, although Maxwell also handles consumer dealer advertising and consumer literature. #

B&B Dropping 104 in Wake of Loss of Tide; Ten Are VPs

New York, Dec. 20—Benton & Bowles today confirmed that it is cutting 104 of its people from the payroll. Included in the total: 28 executives (supervisors, group heads and others). Among the 28 are 10 vps.

The agency said the move stemmed from "the natural impact" of the loss of Procter & Gamble's $9,000,000 Tide account to Compton (AA, Dec. 4), plus "the fact that we had been contemplating changes to strengthen the agency." He indicated 10 or 12 executives would have been cut loose even if Tide had remained in the shop. #

Mather & Crowther Top Layton Winner 2nd Time in Row

LONDON, Dec. 19—Mather & Crowther won the Layton trophy for the best British press ad of 1961—the agency's second consecutive success, and its third since the awards were inaugurated in 1955.

This year's award winner, like the 1960 winner, was a b&w ad prepared for the National Milk Publicity Council.

The same agency also produced the runnerup, an advertisement prepared for the British Egg Marketing Board. This ad was the winning entry in the b&w section devoted to food, drink, tobacco and confectionery products.

- Mather & Crowther also produced three other product group winners:

Ads produced for Shell Mex & B.P. won both the b&w and color sections of the engineering, transport and associated product groups; and a Shell International Petroleum ad won the b&w section of the export advertising group.

The Layton color cup, for the best color ad in letterpress or gravure, went to J. Walter Thompson Ltd. for an ad produced for John Player & Sons, advertising Bachelor cigarets.

Other awards:

Food, drink, tobacco and confectionery products

Color—Charles W. Hobson Ltd. (White Horse whisky).

Clothing, textiles, furnishing, stores and domestic appliances

B&w—No award.

Color—McCann-Erickson Advertising Ltd. (Lister & Co.).

Cosmetics, perfumery, and toiletry products

B&w—Clarke Wilkinson Ltd. (Goya).

Color—London Press Exchange Ltd. (Crystal Products).

Household cleaning agents, branded medicines and drugs

B&w—Advertising & Design Associates (John Wyeth & Brother).

Color—Keymer Advertising Ltd. (Roche Products Ltd.).

Banking, financial, travel and prestige

B&w—St. James Advertising (United Dominions Trust).

Color—S. H. Benson Ltd. (Flour Advisory Bureau).

British-produced ads used overseas to promote exports

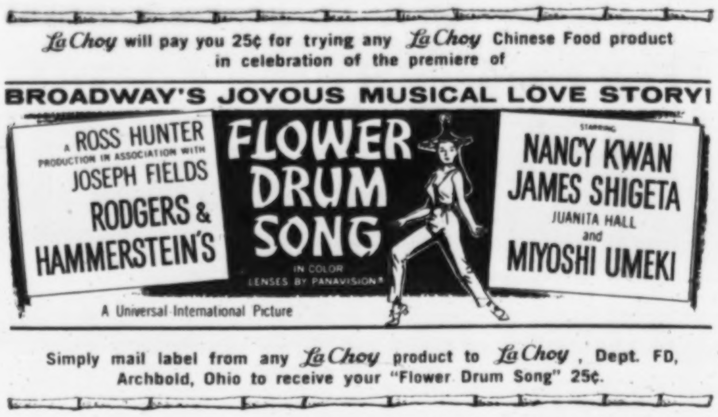
Color—Intam Ltd. (Ford Motor Co.). #

Tyriver Joins A-OK Products

Robert E. Tyriver, formerly with B. T. Babbitt Inc. as general sales manager of the Antell division, has been appointed vp of marketing of A-OK Products Corp., New York, a newly-organized subsidiary of Great American Industries. The company expects to achieve national distribution of its first product, the A-OK Fire Lighter, early next year.

Wurzbacher Named Exec VP

H. W. Buddemeier Co., Baltimore, has appointed Albert F. Wurzbacher Jr. exec vp and general manager. Mr. Wurzbacher, who joined the company in 1954, has served as manager of client service, production, marketing and an account executive.



La Choy will pay you 25¢ for trying any La Choy Chinese Food product in celebration of the premiere of

BROADWAY'S JOYOUS MUSICAL LOVE STORY!

A ROSS HUNTER PRODUCTION IN ASSOCIATION WITH JOSEPH FIELDS

RODGERS & HAMMERSTEIN'S

FLOWER DRUM SONG

IN COLOR

LENSES BY PANAVISION®

STARRING NANCY KWAN JAMES SHIGETA JUANITA HALL and MIYOSHI UMEKI

A Universal-International Picture

Simply mail label from any La Choy product to La Choy, Dept. FD, Archbold, Ohio to receive your "Flower Drum Song" 25¢.

LA CHOY PUSH—*La Choy Food Products will tie in with the new motion picture, "Flower Drum Song," in promoting its 25¢ off consumer offer in newspaper ads like this one.*

La Choy Ties Drive to 'Flower Drum' Film

ARCHBOLD, O., Dec. 20—La Choy Food Products will launch its 1962 advertising-merchandising program with a tie-in promotion with the premiere of the new motion picture, "Flower Drum Song."

The program will start Dec. 22 when the movie opens in major cities throughout the U. S. and will continue through February. La Choy will offer consumers a special deal of a 25¢ cash refund for mailing a label from any of La Choy's 20 products to the company. Displays of La Choy's line of American-Chinese foods will be located in the lobbies of theaters and food stores.

- Newspaper mats, display kits and coupon pad shelf talkers will be used to promote the offer. The display kit will contain six lanterns, six parasols, six coolie hats, six cans of product, six coupon pads and a pagoda sign. Maxon Inc., Detroit, is La Choy's agency.

A set that displays La Choy products in a grocery store in San Francisco's Chinatown is shown in the motion picture. #

Vernon Inc. Names Academy

S. E. & M. Vernon Inc., New York, manufacturer of loose-leaf devices, Royal writing paper and Easyrite wirebound products, has named Academy Associates, New York, as its agency. The previous agency was Richard La Fond Advertising.

Jackson Joins Blackburn

Hub Jackson, formerly in the Chicago office of Avery-Knodel, station representative, will join Blackburn & Co., Chicago, media broker, Jan. 1.

Custom Appoints Snow

Custom & Modern Upholstering Co., Gardner, Mass., has appointed Cory Snow Inc., Boston, to handle its advertising, effective Jan. 1.

A ONE-IN-A-MILLION TEST MARKET

ONE NEWSPAPER AND A MILLION AND MORE PROSPECTS

You can now cover one of the nation's top three test markets (and the Number *One* test market in New England!) thoroughly and *economically* with The Providence Journal-Bulletin.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

SPOT COLOR NOW AVAILABLE
Write for rates and details

PROVIDENCE
JOURNAL–BULLETIN

Boston office: 479 Statler Bldg., Boston 16
Represented elsewhere by Ward-Griffith Co., Inc.

VA
N C
ARK
MISS
LA
ALA
GA
S C
FLA

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS

In the Top 20 in Total Retail Sales

Cultivate Apparel Sales Figures

In the South's top markets—highly industrialized Greensboro ranks high in Apparel Store Sales ahead of Chattanooga and close behind primary markets like Nashville and Mobile. To harvest this rich dollar crop, your clothing advertising should wear the label of the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

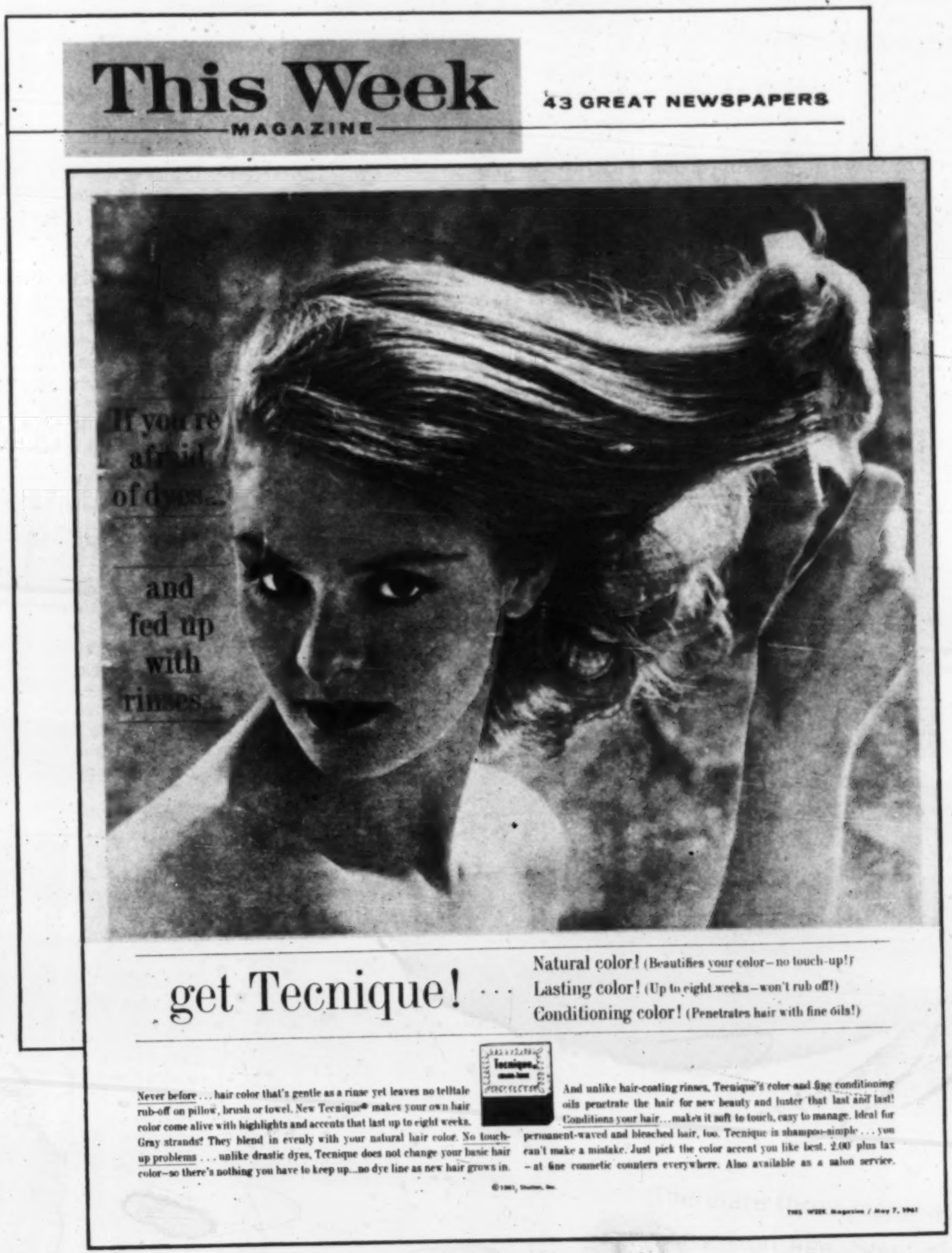
Write on company letterhead for *"1961 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?



This Week MAGAZINE 43 GREAT NEWSPAPERS

If you're afraid of dyes...

and fed up with rinses...

get Tecnique! ... Natural color! (Beautifies your color—no touch-up!) Lasting color! (Up to eight weeks—won't rub off!) Conditioning color! (Penetrates hair with fine oils!)

Never before ... hair color that's gentle as a rinse yet leaves no telltale rub-off on pillow, brush or towel. New Tecnique® makes your own hair color come alive with highlights and accents that last up to eight weeks. Gray strands? They blend in evenly with your natural hair color. No touch-up problems ... unlike drastic dyes, Tecnique does not change your basic hair color—so there's nothing you have to keep up...no dye line as new hair grows in. And unlike hair-coating rinses, Tecnique's color and fine conditioning oils penetrate the hair for new beauty and luster that last and last! Conditions your hair... makes it soft to touch, easy to manage. Ideal for permanent-waved and bleached hair, too. Tecnique is shampoo-simple ... you can't make a mistake. Just pick the color accent you like best. 2.00 plus tax —at fine cosmetic counters everywhere. Also available as a salon service.

©1961, [illegible]

THIS WEEK Magazine / May 7, 1961

Here's how advertising gets through in THIS WEEK Magazine

7,558,000*

women noted this ad

57%

of all the women in THIS WEEK's audience

*more than twice the number produced by the same ad in a leading women's magazine SOURCE: DANIEL STARCH & STAFF

Your advertising will be read by more people in THIS WEEK than in any other magazine

CIRCULATION MORE THAN 14,100,000

This Week MAGAZINE
43 GREAT NEWSPAPERS
The Gift of Christmas

Rayco to Enter TBA Field via $2,500,000 Push

Goodrich Unit Sets 3-Media Drive for New 1-Stop Accessory Service

PATERSON, N. J., Dec. 19—Rayco is planning a revolution.

Having helped to pioneer "installed-while-you-wait" automobile seat covers, convertible tops, shock absorbers and mufflers, Rayco now plans to work a one-stop shopping revolution in the auto accessories business.

Rayco was acquired last January by B. F. Goodrich Co., Dayton, O., and now is busy introducing tires, batteries, brake adjustment and wheel alignment in some 65 of the 160 Rayco locations across the U.S. These have been fully equipped for the new services, and by the end of 1962, Goodrich plans to have 115 stores in full operation.

The program will shift into high gear next March and April, and the company will invest what trade sources estimate may be something like $2,500,000 in advertising. Prime media will be radio and tv, plus newspapers.

■ Rayco introduced 15-minute muffler installation about four years ago, and two years ago, expanded into shock absorbers, a 30-minute installation offer. In the new program, it claims to be the first major company attempting to crack the market now dominated by independents. At present, some 80% of sales in brakes, wheels and batteries are made through new car dealers, garages and service stations, independent repair shops and repair facilities.

Rayco is banking on an eventual shift in these percentages, and American motorists' habits, with the biggest chunk of this business to be siphoned away, it hopes, from new car dealers, garages and service stations.

BRAKE SERVICE
RAYCO

ONE-STOP SERVICE—*These shots from Rayco tv commercials show the Goodrich division's expanded service which now includes tires, batteries, brake adjustment and wheel alignment.*

Rayco will go all out to emphasize the convenience of immediate service, quality equipment and trained technicians.

"The pace at which the average American likes to live requires his car to be constantly accessible to him," said Bernard Kramer, vp and account group supervisor at Rayco's agency, Mogul Williams & Saylor. "Speed is important, but also service in relation to safety."

■ Rayco launched introductory ads for the new concept in Houston last April, Phoenix last May, and New Jersey last June, followed by Dayton and currently Los Angeles. Joseph Weiss, Rayco president, a strong believer in radio and tv, will stick to the same media for the new program.

"We plan to hit hard with these media, plus newspapers," Mr. Kramer said. Basic advertising strategy is to make the public aware of the company's diversification and new facilities. Consequently, Mogul Williams devised a new jingle, "What do you know about Rayco?" spelling out additions to the service.

Overriding theme for radio-tv will continue to be the copy approach first introduced two years ago when Rayco got into the shock absorber business. The theme then was: "On, in and under."

■ In peak periods, Rayco will use some 30 to 100 one-minute radio spots and from 3 to 20 tv spots per week. The program calls for 20% of the ad investment in the first quarter of 1962, 35% the second, 25% the third, and 20% the fourth.

While neither Rayco nor the agency would discuss advertising or sales figures, Rayco said it is gunning for a 40% increase in sales volume in the next year.

No national plans have been made yet, and current advertising is confined to "intra-market testing to measure the advertising mix." The Houston test, for instance, involved successive mixes of radio and newspapers, direct mail, and tv and newspapers. Currently, tv and radio are being used there. The Los Angeles test involves finding the "proportion of dollars" going into each medium. Rayco is using three radio and two tv stations there, plus 17 newspapers.

■ Rayco has been a consistent advertiser in recent years, and the company is understood to have maintained its investment pretty much at the $1,800,000 figure reported for 1958. By moving into new areas of auto accessories, Rayco also believes it's pioneering tv advertising on a greater than regional basis for brakes and wheel realignment. The new program is also a departure from current TBA (tires, batteries and accessories) advertising practice, since most companies put the bulk of their money for such products into newspapers. #

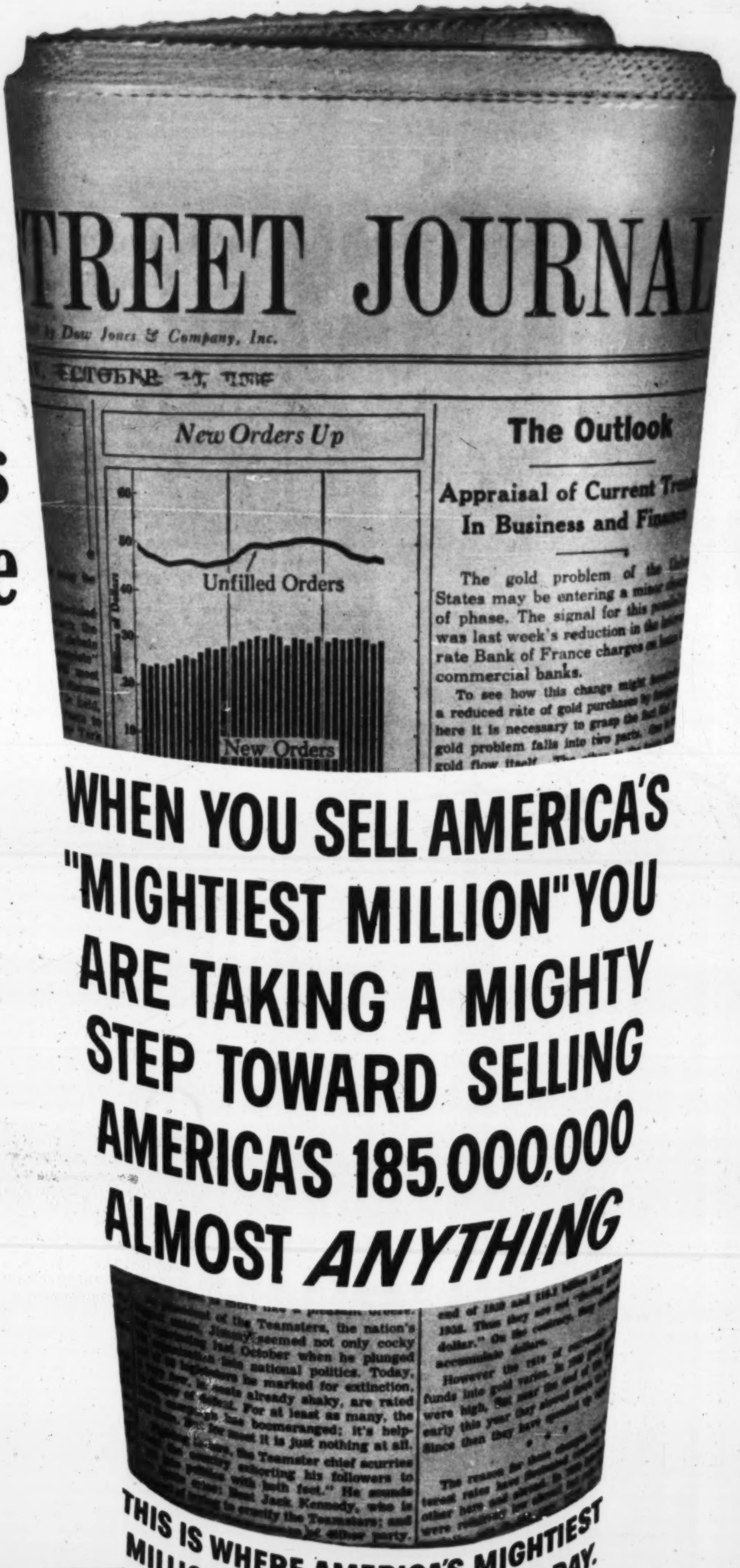
Crowded, close, compact . . . Providence . . .
where a mass population has been awakened to the dangers of nuclear fallout by a full-size fallout shelter built by WJAR-TV on the Downtown Providence Mall. Here is community responsibility with a creative flair brought home to a market noteworthy for both its density*and its response.

WJAR-TV
AFFILIATED WITH WJAR RADIO

NBC · ABC
Represented by
Edward Petry & Co. Inc.

* ARB 1960 TV Homes

One of the most influential publications of all time


TREET JOURNAL
by Dow Jones & Company, Inc.
New Orders Up
Unfilled Orders
New Orders
The Outlook
Appraisal of Current Trend
In Business and Finance

WHEN YOU SELL AMERICA'S "MIGHTIEST MILLION" YOU ARE TAKING A MIGHTY STEP TOWARD SELLING AMERICA'S 185,000,000 ALMOST *ANYTHING*

THIS IS WHERE AMERICA'S MIGHTIEST MILLION MEETS EVERY BUSINESS DAY.

©Dow Jones & Company, Inc., 1961

W. H. Long Reorganizes

W. H. Long Agency, Milwaukee, has been disbanded, and W. H. Long Marketing Inc. has been organized with headquarters at 114 N. Elm St., Greensboro, N. C. A new corporation, Long Advertising & Marketing Publications, also has been organized with headquarters at 122 Keeling Road East, Greensboro, which will take over Long's publishing and consulting business, starting in January. This company will continue to publish books, manuals and supplements, with several new publications to be added in 1962. W. H. Long is president of W. H. Long Marketing Inc.

Naegele Names Root, Jenkins

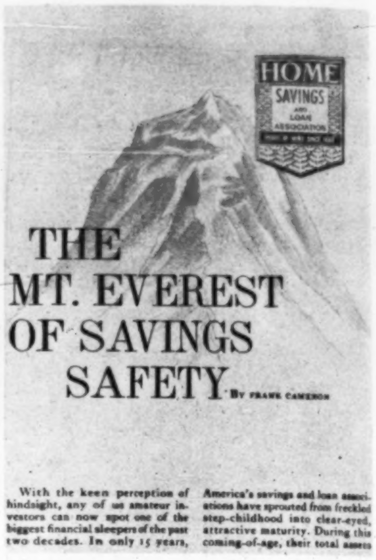
James C. Root, director of national sales for Naegele Outdoor Advertising Cos., Minneapolis, has been promoted to vp, general sales manager of the parent company, and J. Burr Jenkins has been named vp, national sales manager. Mr. Jenkins formerly was associate manager of the New York ad sales office of *The Saturday Evening Post*.

Skelton Joins Callaway Mills

Howard C. Skelton, formerly with the ad department of Georgia Power Co., has joined Callaway Mills, LaGrange, Ga., as sales promotion manager.

Skyway Luggage to Kraft Shop; Its 13th Switch in 16 Years

SEATTLE, Dec. 19—Skyway Luggage Co., luggage manufacturer, has built international markets during the postwar years and at the same time has established itself as a well-traveled advertising account. Last week it announced its newest agency, Kraft, Smith & Ehrig.



THE MT. EVEREST OF SAVINGS SAFETY

BY FRANK CAMERON

With the keen perception of hindsight, any of us amateur investors can now spot one of the biggest financial sleepers of the past two decades. In only 15 years, America's savings and loan associations have sprouted from freckled step-childhood into clear-eyed, attractive maturity. During this coming-of-age, their total assets

ALL COPY—*This is the first page of an eight-page insert in the January Los Angeles edition of Reader's Digest by Home Savings & Loan Assn. The ad coincides with the company's annual report and is billed as the largest ad by a savings and loan company. Galaxy Advertising is the agency.*

Skyway operates factories at Seattle; Helena, Ark.; Vancouver, B. C.; Dudley, England; and Tokyo. Under Henry L. Kotkins, its president, Skyway has established distribution in the U.S. and overseas and is understood to rank among the top three or four luggage manufacturers in the U.S. in production. The advertising and promotion budget is around $75,000.

Following are agencies which have handled the account with the approximate time the account was held or the date of appointment: Ruthrauff & Ryan, Seattle, 1945; Spencer W. Curtiss Co., Seattle, 1946; J. Walter Thompson Co., Seattle, 1947-'48; Spencer W. Curtiss Co., 1949-'50; Allen & Clenaghen, Portland, 1951-'53; Botsford, Constantine & Gardner, Seattle and New York, 1954-'56; Carson/Roberts, Los Angeles, March, 1956; Cole & Weber, Seattle, November, 1956; Carvel Nelson & Powell, Portland, February, 1957; Botsford, Constantine & Gardner, December, 1957; Calkins & Holden, New York, November, 1958; Botsford, Constantine & Gardner, February, 1959; Carson/Roberts, 1961; and Kraft, Smith & Ehrig, December, 1961.

■ Mr. Kotkins, asked about the succession of agencies, told ADVERTISING AGE that Skyway, "a small account," prefers to work with a local agency because this makes possible much closer coordination. But in Seattle, he added, because of lack of manufacturing in department-store merchandise, there are not enough clients to permit an agency to build a business in this specialty. As a result, he said that his company now is trying to help its agency develop executives acquainted in department-store merchandising.

On Mr. Kotkins' wall hang a number of plaques and awards. One is to him as a member of the Young Presidents' Club. Another is the "highest merit award" for national advertising in the $30,000 to $60,000 budget category, presented by the Oregon Advertising Club in 1951. #

'SBI' Promotes Three

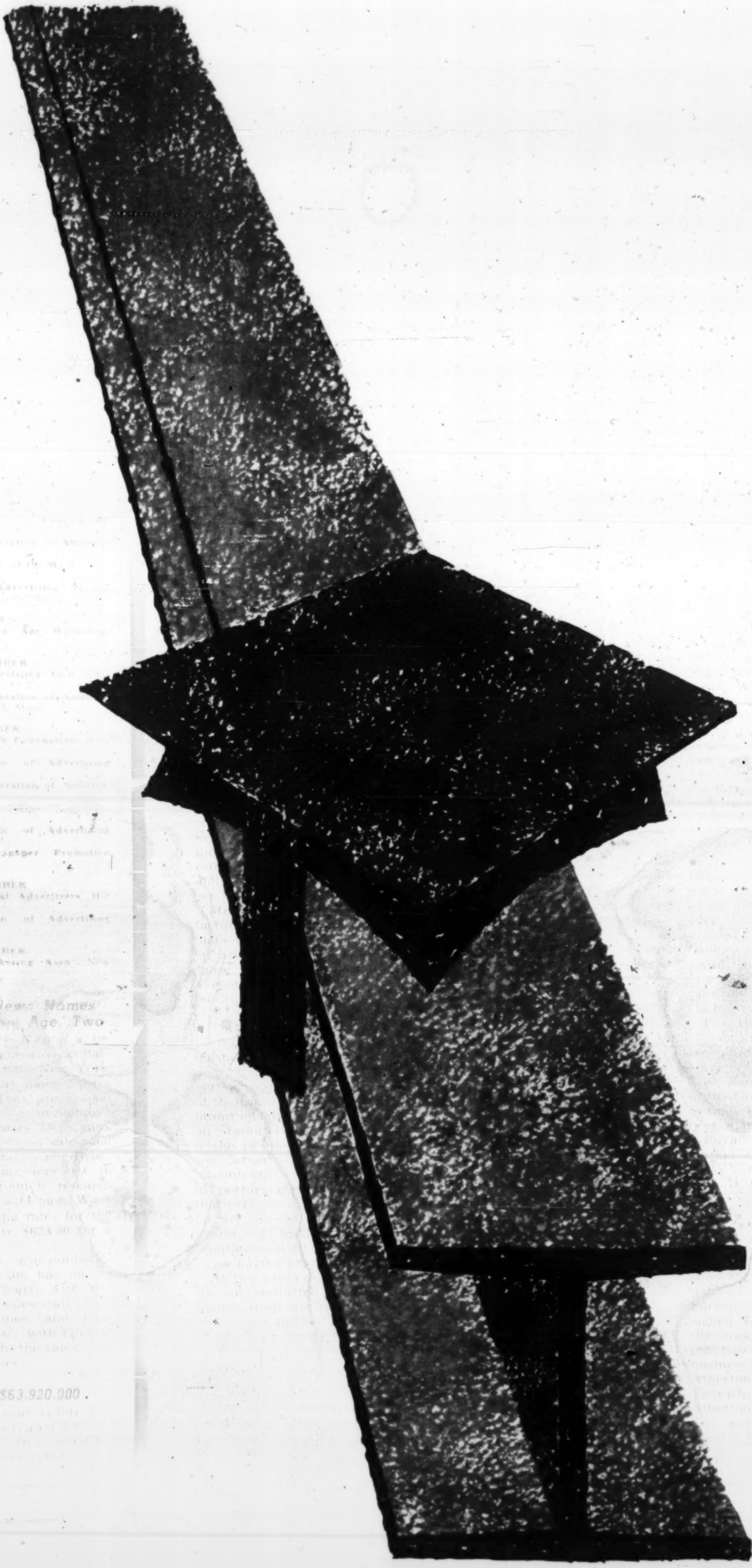
Three ad sales representatives of *Show Business Illustrated* have been promoted. They are Richard Rosenzweig, who has been named assistant to the advertising director; Robert B. Fisher, assistant to Joseph Coleman, advertising manager; and Martin R. Langer, liquor manager.

The people* who buy most of what you have to sell

read THE PLAIN DEALER
YOUR BEST NEWSPAPER ALL DAY IN CLEVELAND, OHIO

* *Did you know that the Cleveland Market's Retail Sales are larger than anyone of 38 Entire States?*

Represented by Kelly-Smith Co., New York, Chicago, Detroit, Philadelphia, Boston, Syracuse, Atlanta, Los Angeles, San Francisco, Miami. Member of Metro Sunday Comics and Magazine Network. Eastern Travel and Resort Representatives: The Corfield Company, 527 Lexington Avenue, New York 17, New York



DYNAMIC BALTIMORE

Where educational facilities are greatest—so is economic prosperity. And that brings up still another reason why Baltimore is so dynamic. No less than 14 major colleges and universities assure a constant flow of high-calibre talent to take its place among the ¾-million wage-earners now making over 3 billion dollars a year. Result: the Baltimore area is adding 3½ million square feet of retail floor space within the next 18 months . . . a testimonial to the fact that Baltimore's already tremendous purchasing power is on the rise. And how do you reach it? Sunpapers, and here's why. Half of the families in the entire state of Maryland live within a 15-mile radius from the center of Downtown Baltimore. In this compact area—which is roughly the ABC City Zone—an estimated 92% of all retail sales are made. In this same area, the Sunpapers have 80% of their 405,000 daily circulation and 82% of their 318,000 Sunday circulation (over three-fourths of which is home delivered). Baltimore is a dynamic buying power, and in Dynamic Baltimore, "everything revolves around The Sun."

THE BALTIMORE SUNPAPERS

"Everything in Baltimore revolves around The Sun"

National Representatives:
Cresmer & Woodward—New York, San Francisco, Los Angeles
Chicago, Detroit, Atlanta

Circulation Figures: ABC Publisher's Statement 9/30/61

Minow Challenges Broadcasters to Cite One Instance of Censorship

Free Speech Doesn't Mean Freedom to Fool People, Says FCC Head

SAN FRANCISCO, Dec. 22—Federal Communications Commission Chairman Newton Minow suggested today that broadcasting industry leaders stop "spending their strength" in shouting about "censorship," and get on with the job of building better programs.

In a full dress reply to industry members who complain that the commission is prying too deeply into their programing, Chairman Minow said he is issuing a challenge: "Be specific. Be precise. Give an example in which the government has interfered or is interfering with the fullest freedom of expression."

He told the Commonwealth Club that television is inherently different than other communications media because telecasters use "scarce and valuable" public channels. He said FCC has an obligation to see that they live up to the promises they make when they apply for these channels.

"Nothing in this country—nothing—is more important than freedom of expression," he declared. "But freedom of speech should not be confused with freedom to make promises in order to secure a tv license and then freedom to break those promises in order to exploit that license.

■ "Freedom of speech does not mean freedom to propose a carefully spelled out plan of balanced programing, accommodating both the majority and minority viewers of the area; and then freedom to toss balance overboard and rush off in frantic pursuit of higher ratings and higher profits. Freedom of speech does not mean freedom to fool the people."

The FCC chairman noted that William B. Lewis (chairman of Kenyon & Eckhardt) has asked why tv is singled out for abuses while other media go free by comparison.

The answer, Chairman Minow said, is that tv has been singled out because of "the unique nature of the industry and its obligations under the law."

He told the San Francisco audience that the original investment in tangible broadcast property of the city's four commercial stations was $5,700,000, now carried at a

(Continued on Page 38)

Motorola Sets 'Big Extra' Ad Program for '62

CHICAGO, Dec. 19—Motorola outlined its 1962 advertising and marketing plans at its wholesale distributors meeting here last week.

The company described its new ad program as "the big extra." It will continue its ad program of running spreads alternate weeks in *Life* and *The Saturday Evening Post*. However, the ads this year will show a greater variety of products. Until now, ads have featured Motorola sets in the Drexel series, but more popularly priced models will also be illustrated during 1962.

Motorola also told the distributors that it will market its 1962 line of car radios through 520 Montgomery Ward retail and catalog outlets in addition to its regular channels.

■ S. R. Herkes, vp, marketing, told the distributors that the company expects a 50% increase in sales of tv sets during 1962.

"For six months of 1961 the consumers milled around at the marketplace, but with their money tucked away in the bank," he said. "The past few months they have decided to take a recess from their worries and get on with living. They're shopping now.

"Motorola television receiver sales showed increases of 15% in October, 23% in November, and are running more than 25% above in December," he said.

He showed the distributors new product lines which are being added so that Motorola will be fully competitive in all price lines with tv receivers and home and car radios. #

GF's Birds Eye Frozen Baby Food Line Is Dropped

WHITE PLAINS, N. Y., Dec. 20—General Foods Corp. has withdrawn its Birds Eye frozen instant baby foods line from the market, following a two-and-one-half-year test market program.

The explanation given was inability to make sufficient profit, the same reason GF gave in March, 1960, when it removed its Gourmet specialty foods line from the market.

General Foods is believed to have spent slightly more than $200,000 for only the promotion of the 23-item line in upstate New York and northern Pennsylvania, through Benton & Bowles; and a considerably larger sum for research and development of the unique product line. The withdrawal came to light this week when the mayor of Canandaigua announced that GF had abandoned plans to construct a baby foods processing plant there. GF said it would retain the 51-acre site for the present.

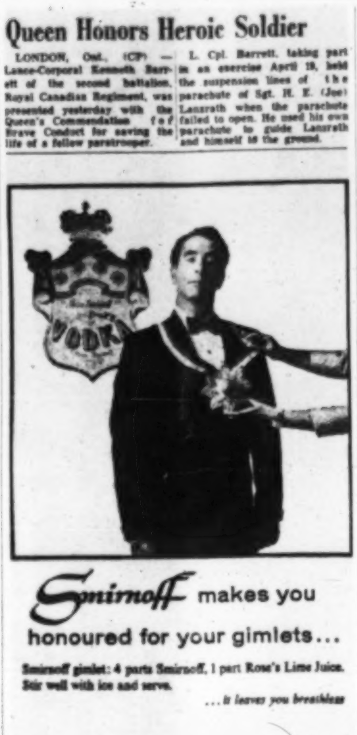
■ The food giant declined to go into any details concerning its decision, beyond stating that during the past 18 months, "We tested a wide variety of manufacturing and marketing techniques and found that a dry frozen line of baby foods utilizing present methods would not be sufficiently profitable."

Baby foods constituted a new field for the country's largest food company. Among its marketing problems were:

- A market which has a complete turnover every nine months. All the foods were strained; if they had been chopped, the turnover rate might have been lengthened by at least a year.
- A consumer education program with mothers who—accustomed to cans and jars—had to be oriented to packets of aluminum envelopes containing "free-flowing food crystals," which were stored in a freezer compartment and mixed with hot or cold water before serving.

■ In addition to being new to the baby foods business, GF also was pioneering a new and costly manufacturing process, keenly observed by competitive baby foods companies.

There was some speculation about the possibility—but it appeared remote at present—that some of the products might be redeveloped for the geriatric market, while others might be retained as dessert items. #



Queen Honors Heroic Soldier

LONDON, Ont., (CP) — Lance-Corporal Kenneth Barrett of the second battalion, Royal Canadian Regiment, was presented yesterday with the Queen's Commendation for Brave Conduct for saving the life of a fellow paratrooper.

L. Cpl. Barrett, taking part in an exercise April 19, held the suspension lines of the parachute of Sgt. H. E. (Joe) Lanzrath when the parachute failed to open. He used his own parachute to guide Lanzrath and himself to the ground.

Smirnoff makes you honoured for your gimlets...

Smirnoff gimlet: 4 parts Smirnoff, 1 part Rose's Lime Juice. Stir well with ice and serve.

...it leaves you breathless

HERO—*The Smirnoff vodka ad appears to get royal sanction, appearing below a story of Queen Elizabeth II honoring an heroic soldier. The happy combination appeared in the Nov. 19 Spectator, Hamilton, Ont. McCann-Erickson (Canada) is the agency.*

Alberto-Culver Names BBDO for Portion of Account

MELROSE PARK, ILL., Dec. 20—Alberto-Culver Co. today selected Batten, Barton, Durstine & Osborn, Chicago, to handle advertising for "several" new products.

The cosmetics and toiletries manufacturer picked BBDO after talking with several agencies. Ken Hurd, vp and account supervisor in BBDO's New York office, will move to Chicago to head up the agency's account group.

Alberto-Culver has been looking for an agency to handle its new products since earlier this month when it split with J. Walter Thompson Co. (AA, Dec. 4). Compton Advertising, Chicago, handles all the rest of the Alberto-Culver account.

'DAMAGED' MODEL SUES ALBERTO-CULVER

NEW YORK, Dec. 21—Maria Nearing, a tv model who modestly admits she is "well endowed with delicate features, symmetrical proportions and sparkling personal charm . . . enchantingly harmonized," has sued Alberto-Culver Co. for $200,000 because of damage to her hair.

Miss Nearing's complaint, filed in Supreme Court, said that last August and September she suffered serious and painful injuries to her hair and scalp because of "reckless and negligent" use of excessive amounts of chemicals. Miss Nearing said she was then working at Alberto-Culver's Tresemme demonstration center doing still photographs and tv commercials.

Her complaint said that Compton Advertising did not live up to its contract with her to restore her hair to its original color and condition. #

Daily Boosts Neuman

Jack Neuman has been promoted to advertising director of the *Battle Creek Enquirer & News*, succeeding the late Roger Newcomer, who died Dec. 4 (AA, Dec. 11). Mr. Neuman most recently had been promotion manager of the newspaper and before that national advertising manager.

Brunswick Considers Three Agencies for Corporate Program

CHICAGO, Dec. 21—Brunswick Corp.'s public relations department may decide next month on what direction it will take in its campaign to acquaint the public with the company's widespread activities.

North Advertising, McCann-Erickson and Garfield-Linn have made presentations for advertising campaigns to attain the objective, but reportedly the company has not yet decided how it will tackle the problem—via an ad campaign, a pr drive, or both—nor has a budget been set.

McCann-Erickson is agency for Brunswick's bowling advertising, and Garfield-Linn is agency for the school furniture division. North reportedly was brought in by Daniel J. Edelman & Associates, Brunswick's public relations agency.

■ Brunswick's corporate public relations staff, headed by N. A. George, vp for employe and community relations, will be in charge of the program. The company has diversified in recent years, primarily through acquisitions, and is anxious to make itself known as a leader in the fields of education (school furniture), health (hospital supplies), defense (missile components), and recreation (boats and sports equipment, in addition to bowling). #

Chilton Co. Names Four Vice-Presidents

PHILADELPHIA, Dec. 21—Named new vps of Chilton Co. are Maurice E. Cox; E. B. Terhune Jr.; Russell W. Case Jr.; and John H. Kofron, all of whom are incumbent board members.

The appointments fill gaps left by George T. Hook and Robert E. McKenna, who have moved up to exec vps, and increase the number of Chilton vps from four to six.

Thomas C. Campbell, newly appointed publisher of *The Iron Age*, has been named a member of the board of directors.

Mr. Cox, editor and publisher of *Optical Journal & Review of Optometry*, has been its editor since 1936 and publisher since 1940. He is well known in the optical industry and the optometry profession.

■ Mr. Terhune, the grandson of the founder of *Boot & Shoe Recorder*, has been its publisher and a member of Chilton's board since 1954. He is also publisher of *Department Store Economist*. He advanced in the publishing business through positions in advertising sales and circulation.

Mr. Case is publisher of *Motor Age, Commercial Car Journal* and Chilton's automotive book department. Before joining Chilton, he served as ad manager for Thermoid Co., now a division of H. K. Porter Co., and was sales manager of the Merit division of Basca Mfg. Co., Indianapolis.

Mr. Kofron, Chilton's research director, joined the company in 1957, having been senior study director and projects manager for National Analysts Inc. He is widely known for his scientific work in market research and analysis. #

Roche, Rickerd Adds Two

James E. Schwenck has joined Roche, Rickerd & Cleary, Chicago, as senior vp, and Walter P. McWilliams has joined the same agency as a vp and account executive. Mr. Schwenck resigned last summer as president of Grant, Schwenck & Baker, Chicago (AA, July 17). Mr. McWilliams formerly was a vp and account executive for Grant.

Fox Leaves Fels, in Disagreement on 'Basic Policies'

PHILADELPHIA, Dec. 22—The resignation of Cyril G. Fox as chairman of Fels & Co., announced this week, is not due to any specific differences in marketing policies nor about the change of advertising agencies (AA, Oct. 23), ADVERTISING AGE learned.

Instead, it is due to differences between Mr. Fox and management on virtually every point of policy and operations.

David G. Melnicoff, named president of the company 10 months ago to succeed Mr. Fox, announced the latter's resignation in a routine release. He also announced the election of Wroe Alderson, internationally known marketing and research expert, to the board to fill the vacancy.

■ In contrast to Mr. Melnicoff's routine announcement, Mr. Fox released a bitter statement to the press, based on a brief letter he had sent to Louis S. Stevens, chairman of the Fels Fund, which owns 87% of the company's stock. His resignation is effective on Dec. 31, following 41 years with Fels & Co.

The naming of Mr. Alderson is closely tied in with Mr. Melnicoff's streamlining of the company's marketing concepts and approaches. His appointment of Richard K. Manoff Inc., New York, to succeed Aitkin-Kynett Co., is closely integrated with the election of Mr. Alderson to the Fels board.

Mr. Alderson is expected to play an important role in new marketing policies of the company, Mr. Melnicoff said. He declined to comment about Mr. Fox' resignation. The Fels head and Mr. Alderson have been friends for many years and have worked together on many research industry problems.

■ Mr. Fox, who is known as an explosive personality, dated his brief resignation letter Dec. 22. The company's announcement preceded his release date by two days.

There had been rumors in business circles here that his resignation had been requested, but they could not be confirmed. His two paragraph resignation letter states: "I have been, and am now, in complete disagreement with the orientation, operating methods, and basic policy upon which this company is run by present management. Therefore, after 41 years' service, I resign from the employ of Fels & Co. as of Dec. 31, 1961, severing all official connections with the corporation." #

WGN Names Astrin, Wilson

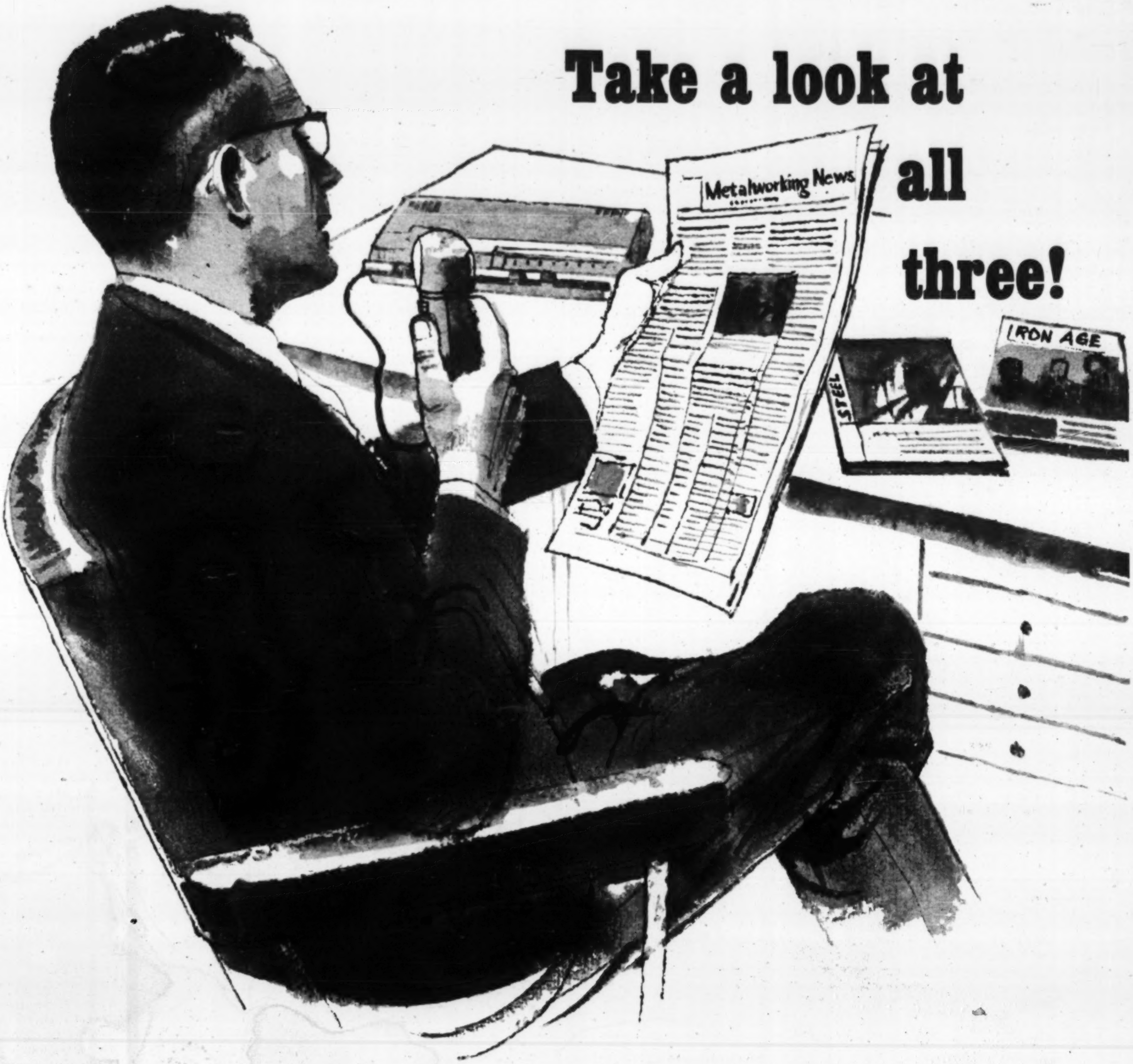
Marvin H. Astrin, western division sales manager of WGN Radio, Chicago, has been named general sales manager of the station, and Irving Wilson, manager of the eastern division sales office of WGN-TV, has been named general sales manager of the tv operation. They succeed Charles E. Gates and Benjamin H. Berentson, respectively, who have been named managers of the radio and tv stations. Robert Innes, of the WGN-TV sales office in New York, has been named office manager.

Gordon Joins Kimble Glass

Allen Gordon has been named manager of the new marketing research department of Kimble Glass Co., a subsidiary of the Owens-Illinois Glass Co.

Mr. Gordon previously was manager of marketing research of the Owens-Illinois paper products division.

Take a look at all three!



There are three major metalworking weeklies to consider for 1962 media decisions: Iron Age, Steel and Metalworking News.

You can't pick between two any more. Make a choice, but look at all three.

Any publication—especially in metalworking—that racks up a paid circulation of over 29,000 in its first 13 months deserves your most serious consideration.

METALWORKING NEWS · A Fairchild Business Newspaper

THE BIG DIFFERENCE IS NEWS

Smokey Bear to Savings Bonds . . .

Ad Council Public Service Campaigns Totaled $226,700,000 in '61: Bristol

Agencies, Advertisers, Media Combine Talents for 14 Major Drives

NEW YORK, Dec. 22—U. S. advertisers, agencies and media produced and ran an estimated $226,700,000 in free public service advertising this year, Lee H. Bristol, council chairman, announced today.

This estimated value of advertising space and time contributed by corporate advertisers and leading media was 25% greater than 1960's estimate of $181,900,000 of advertising time and space given to the national interest, Mr. Bristol said.

A non-profit, public service organization, the Advertising Council runs campaigns and obtains free advertising from volunteer supporters in all parts of the country for causes ranging from the U.S.O. to Smokey the Bear. The council is in its 19th year.

■ Ad agencies contributed creative talents to 14 major campaigns which the council arranged to run in all media from tv to transit advertising.

Among the major programs:

• **Goals for Americans.** Conducted for President Eisenhower's bipartisan Commission on National Goals, the program was launched early this year with pages in *Life*, *Look* and *The Saturday Evening Post*, followed by advertising in all media. Volunteer coordinator: Charles R. Speers, American Airlines; volunteer agency, Young & Rubicam.

• **Confidence in a Growing America.** Begun shortly after the Goals for Americans campaign to counteract recession psychology. Volunteer coordinator: Robert M. Gray, Humble Oil & Refining Co.; volunteer agencies, McCann-Erickson; Grey Advertising; Bozell & Jacobs.

• **Mental Health.** Conducted for the National Assn. for Mental Health, to foster a wider understanding of mental and emotional illnesses. Volunteer coordinator, A. H. Thiemann, New York Life Insurance Co.; volunteer agency, Sullivan, Stauffer, Colwell & Bayles.

• **Aid to Higher Education.** Conducted for the Council for Financial Aid to Education. Volunteer coordinator, W. H. Sahloff, General Electric Co.; volunteer agency, N. W. Ayer & Son.

• **Radio Free Europe Fund.** Conducted for the Crusade for Freedom Inc. Volunteer coordinator: William R. Farrell, Monsanto Chemical Co.; volunteer agency, Ted Bates & Co.

Other programs were conducted for the American Red Cross; American Heritage Foundation; Forest Fire Prevention; Keep America Beautiful; Religion in American Life; Religious Overseas Aid; National Safety Council; United Community Campaigns; and U. S. Savings Bonds. #

Colgate Pulls Driacol Out of 'Muddied' Cold Remedy Field

NEW YORK, Dec. 21—Colgate-Palmolive Co. has taken Driacol, a cold remedy test product, off the market and has discontinued its television and newspaper advertising, effective Jan. 1.

The product, which has been in test markets since late in 1960, was recalled because Colgate felt a number of recent entrants in the long-lasting cold remedy field have caused confusion in the minds of consumers. Colgate "would rather protect our product by waiting until this thing settles down in the consumer's mind instead of having others muddy up our concept."

■ This fall, Driacol's spot tv and newspaper ads have been running in Cincinnati, Dayton, Columbus, Indianapolis, Evansville, Louisville and Huntington-Charleston, W. Va. —in addition to Sioux City, Ia., and Springfield, Mo., where the product was introduced last year. Distribution had been achieved in most of Ohio, Indiana, Kentucky and West Virginia.

Products introduced in the long-lasting relief field this fall were Vick's Tri-Span and Menley & James Labs' Contac, which have been heavily advertised. #

WNTA-TV Transfer Set

The long delayed transfer of WNTA-TV, Newark, from National Telefilm Associates, New York, to Educational Television for the Metropolitan Area took place Dec. 22. The official transfer had been held up first by objections from New Jersey interests and then by financial complications at NTA. There will be a blacked out period of several weeks before the educational, non-commercial schedule is started by the new owner.

'Journal' Pages Up as Strike Ends

MILWAUKEE, Dec. 22—The *Milwaukee Journal*, back in full swing after a 27-day strike by mailroom employes ended last week, showed immediate page increases over last year.

For the period Dec. 16 through Dec. 21, the *Journal* was up 64 total pages over the same period a year ago.

A front page box in the newspaper on the day following the strike carried a message by Irwin Maier, president of the Journal Co., which said in part: "We are glad that our differences with the mailers have been resolved . . . *Journal* staff members who stayed on the job worked against great odds . . . They can well be proud of their remarkable performance."

The strike began Nov. 15 when 57 mailroom employes struck in a dispute over their future following completion of the *Journal's* plant modernization. #

Underwood on ABC Radio

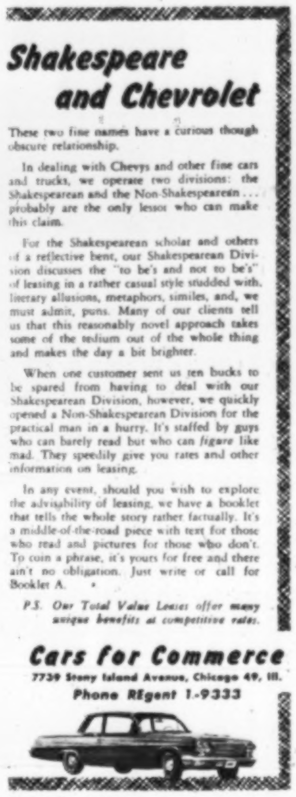
William Underwood Co., Watertown, Mass., has ordered two participations weekly in ABC Radio's "Breakfast Club." The 52-week buy, started Dec. 12, is for Underwood's deviled ham and liver pate. Kenyon & Eckhardt is the agency.

TNT in Technical Center

Theater Network Television, New York, closed circuit tv company, has opened a technical center at 62-10 34th Ave., Woodside, Long Island, for the research and development of closed circuit tv equipment.

Dow Gets Bank Account

District National Bank of Chicago has named James L. Dow Co., to handle advertising and public relations. Dow will also do advertising for Archer National Bank, Chicago, when it opens next year.



Shakespeare and Chevrolet

These two fine names have a curious though obscure relationship.

In dealing with Chevys and other fine cars and trucks, we operate two divisions: the Shakespearean and the Non-Shakespearean . . . probably are the only lessor who can make this claim.

For the Shakespearean scholar and others of a reflective bent, our Shakespearean Division discusses the "to be's and not to be's" of leasing in a rather casual style studded with literary allusions, metaphors, similes, and, we must admit, puns. Many of our clients tell us that this reasonably novel approach takes some of the tedium out of the whole thing and makes the day a bit brighter.

When one customer sent us ten bucks to be spared from having to deal with our Shakespearean Division, however, we quickly opened a Non-Shakespearean Division for the practical man in a hurry. It's staffed by guys who can barely read but who can *figure* like mad. They speedily give you rates and other information on leasing.

In any event, should you wish to explore the advisability of leasing, we have a booklet that tells the whole story rather factually. It's a middle-of-the-road piece with text for those who read and pictures for those who don't. To coin a phrase, it's yours for free and there ain't no obligation. Just write or call for Booklet A.

P.S. Our Total Value Leases offer many unique benefits at competitive rates.

Cars for Commerce
7739 Stony Island Avenue, Chicago 49, Ill.
Phone REgent 1-9333

SCHOLARLY—*This ad for Cars for Commerce offers the services of pundits or penny pinchers in figuring car leasing rates.*

Offbeat Ads Double Car Leasing Shop's Business in 2 Years

CHICAGO, Dec. 20—Cars for Commerce may have been a pygmy in its field, as ADVERTISING AGE said last year (March 14), but among car lessors it has proved to be a mental giant, at least. And doing pretty well physically, too.

The Chicago car rental agency started a program of small-space, offbeat ads in the *Chicago Tribune* and *Wall Street Journal* in 1959. One 300-line ad offered a brand-new Rolls-Royce for "a mere bagatelle" (translation: $442.50 per month); and, says the company, it wound up eventually with more takers for the luxury limousines than cars. Ads are placed by Professional Advertising Co., Itasca, Ill.

But would humor continue to sell its big-ticket service? The fledgling organization took a chance on the recommendation of John Wiggins, advertising consultant who developed and created the campaign.

■ "We asked Mr. Wiggins to create a year-long series of such light-touch advertisements," said Jim Fuerst, general manager of Cars for Commerce.

Results? "The 1960-61 recession hit the car leasing business rather hard. But thanks to our imaginative new ad campaign, we not only held our own but gained a bit.

"Then, about the middle of this year, our business really started to zoom. The company now has twice as many cars (approximately 800) under lease as it did two years ago. And this growth developed from many new customers, rather than any one giant account."

■ Cars for Commerce has now stepped up its ad efforts, with bigger ads but the same approach. A recent ad, "Shakespeare & Chevrolet," pointed out that the organization had a Shakespearean and a non-Shakespearean division.

The former group discusses car leasing, the ad said, "in a rather casual style, studded with literary allusions, metaphors, similes, and, we must admit, puns."

The other division, said the ad, "is staffed by guys who can barely read, but who can figure like mad. They speedily give you rates and other information on leasing." #

'Thomas Register' Sets 1963 for Bow of 'Micro-Catalogs'

NEW YORK, Dec. 22—Advertisers in *Thomas Register of American Manufacturers* will be able to have their microfilmed catalog pages on file with prospective customers beginning in 1963, Thomas Publishing Co. announced today.

The system, under development for four years, will provide purchasing agents, engineers and others with a complete ready reference and will eliminate customary delays encountered when manufacturers' catalogs are requested by phone or mail.

Known as *Micro-Catalogs*, the plan will offer one free b&w microfilmed catalog page to each of the 14,000 advertisers in the five volumes of *Thomas Register*, the nation's largest trade index directory. It will go into effect with Thomas' 1963 edition, published in February of that year. Thomas salesmen will start accepting manufacturers' catalog sheets next month.

■ Manufacturers who want more than one microfilmed catalog page can buy extra space from Thomas at the rate of $200 for the next seven pages, and $10 a page thereafter.

These will be condensed on 4x6" microfilm cards in five rows of 12 each, making a total of 60 microfilmed catalogs per card. For a fast look-see at a manufacturer's catalog, a card is placed under the lens of a projector-viewer; by rotating a couple of knobs, an image of the desired catalog page is projected on a 10½x13" viewing screen. The whole projector-viewer is 11½x22x25".

According to the company, *Micro-Catalogs* will be promoted at the top and bottom of every *Thomas Register* page in the 1963 volume. It also said the system will provide for periodical additions to the microfilmed cards to supplement and amend the information.

■ Copy for microfilming will be furnished to Thomas by advertisers, agencies or companies, and Thomas will, in turn, do the necessary photography for reproduction on the cards. #

'National Observer' Sets Rates, Discounts

NEW YORK, Dec. 20—Advertising rates have been set for the *National Observer*, a "general Sunday family newspaper" which will be published by Dow Jones & Co. starting Feb. 4.

Open rate is $2 a line (the *Observer* will have a six-column page like its sister, *Wall Street Journal*). Discounts are styled along bulk and frequency lines, as follows:

For 2,500 lines used within a contractual year, advertisers will pay $1.95 per line; for 5,000 lines, $1.92; 25,000 lines or more, $1.83. Frequency rates are $1.98 a line for seven times down to $1.86 for 52 ads used in a year.

This week the newspaper added Louis Didona, previously with *Puck—The Comic Weekly*, to its New York sales staff. There are three other New York salesmen and two in Chicago. Story, Brooks & Finley is the *National Observer's* national representative. #

Golden West Names Asher

John Asher, advertising and sales promotion manager of KMPC, Los Angeles, has been given the additional new post of vp in charge of sales promotion and publicity for the Golden West Broadcasters stations—KSFO, San Francisco; KVI, Seattle; and KMPC.

'Digest' to Research Effect of Page Size

PRINCETON, Dec. 19—*Reader's Digest* will sponsor a study of page size as a factor in magazine advertising effectiveness. Gallup & Robinson, advertising and marketing research company here, will handle the study.

The research company said "an unusual, if not unique, feature of the arrangement is that the *Digest* has agreed that Gallup & Robinson may make the final report available to its clients and the advertising industry in general, regardless of what the findings show."

The study—aimed not at measuring the effectiveness of one magazine relative to another but at determining the part played by page size alone—will make use of "specially constructed magazines in each of two sizes, *Digest*-size and larger." These will carry identical or nearly identical advertisements.

Gallup & Robinson will make 1,500 interviews among national samples of men and women magazine readers.

■ The *Digest* made a similar study about 10 years ago in Canada, where it found that "a page is a page" in effectiveness, regardless of size. #

Bates Adds Ex-FTC Lawyer to Staff

NEW YORK, Dec. 19—Ted Bates & Co., which has tangled with the Federal Trade Commission over half a dozen campaigns, has beefed up its legal department—by hiring an FTC lawyer.

Arthur Wolter Jr. has joined the Bates legal department after five years as a trial attorney on the FTC's Washington staff. During his FTC days, however, Mr. Wolter never worked on a case involving a Bates campaign. Bates now has a legal staff of four attorneys.

FTC citations of Bates advertising have included (1) Colgate-Palmolive's Rapid Shave "sandpaper" commercial; (2) Whitehall Laboratories' Anacin ads which promoted Anacin as an anti-depressant and a "far faster . . . incredibly fast relief"; (3) Brown & Williamson's Life cigaret campaign which had "deceptive" filter tests; (4) Standard Brands' Blue Bonnet margarine ads which featured "the new exclusive flavor gem process"; (5) Colgate-Palmolive's Gardol commercials, which were illustrated by the "invisible shield"; and (6) Carter's Pills old "liver" designation and ad claims. #

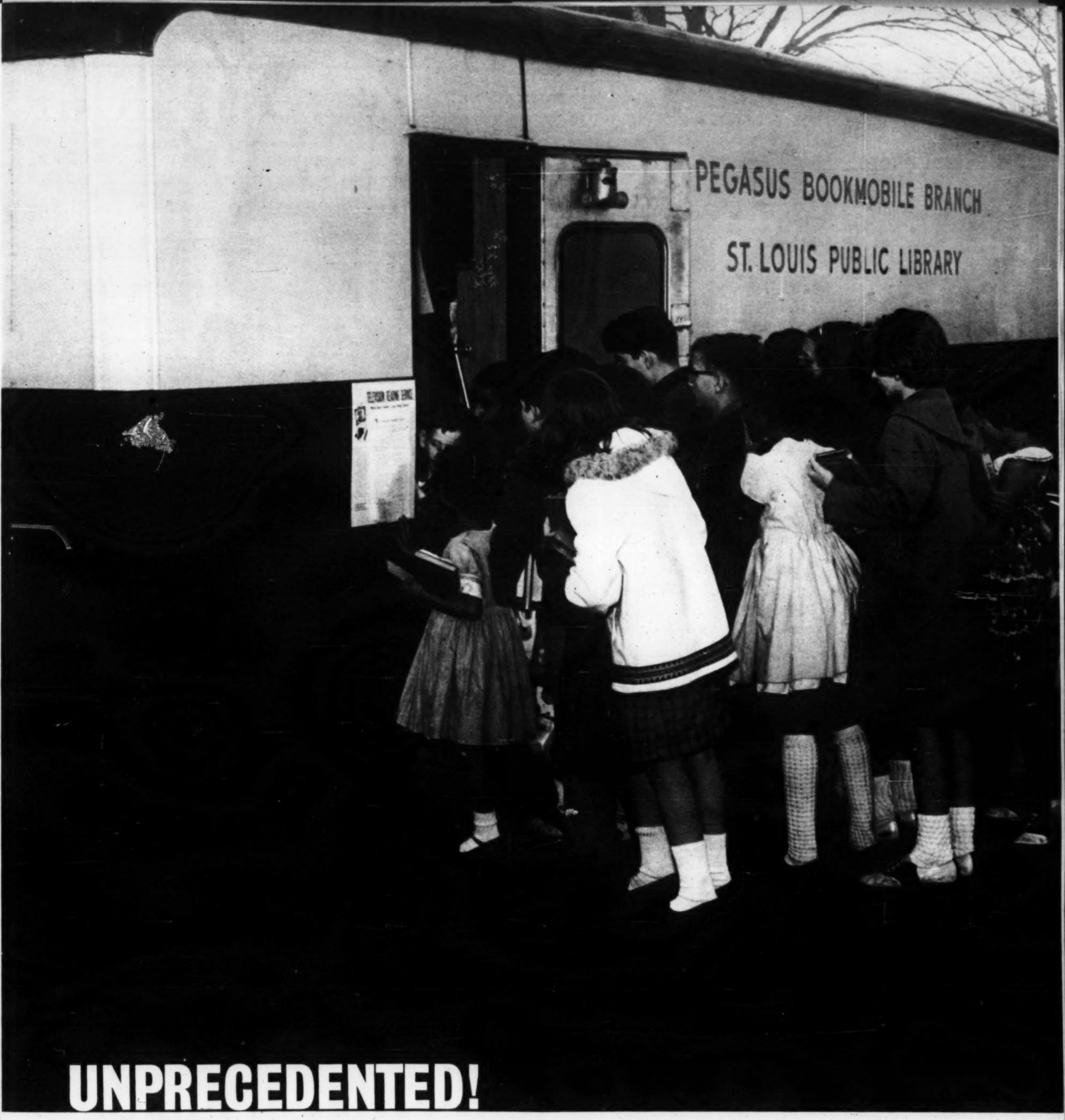
Kenton Tests Ad Push for Sal-Fayne: Capsule vs. Tablet

COVINGTON, KY., Dec. 19—Kenton Pharmacal Co. is testing a new ad approach for Sal-Fayne, a pain reliever in capsule form, in southern and central Ohio.

The ad theme, highlighting the superiority of the capsule over tablets, is being used in two-color ads in Sunday roto sections of the *Cincinnati Enquirer* and *Columbus Dispatch* and in the daily *Dayton News Journal-Herald*. The program began Nov. 1 with a page in the east central edition of *Life*.

Sal-Fayne is also using up to 20 one-minute radio spots per week throughout the test area.

Ralph H. Jones Co., Cincinnati, is agency for the product. #



UNPRECEDENTED!

The search for new ways in which to serve the local community more effectively is standard operating procedure at CBS Owned KMOX-TV. Witness Channel 4's television reading service, a remarkable innovation designed to stimulate student reading through television. Working in close cooperation, KMOX-TV, the city and county school systems and the public library system prepare and classify, by age and grade, reading lists based on forthcoming KMOX-TV programs. These lists are distributed to more than 600 schools and libraries throughout the area. Result? A marked upswing in the demand for books in the city's branch libraries and bookmobiles. And enthusiastic comments, such as this one by Philip J. Hickey, superintendent of the St. Louis Public School System: "This pioneering project points the way toward the use of television in a most valuable and educational manner."

Inventive, practical, consistent—this is community service far beyond usual studio limits. But, in truth, the unusual is one of the things St. Louis audiences expect from their favorite station, CBS Owned **KMOX-TV**

CHANNEL 4, ST. LOUIS

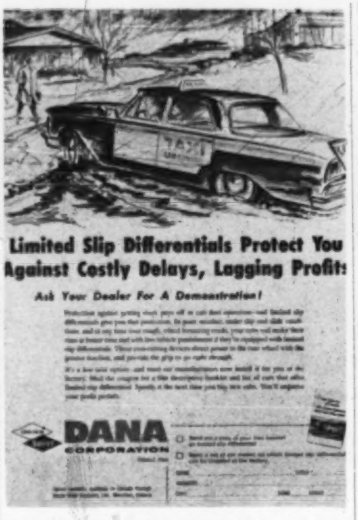
Dana Corp. Sells Differentials Via Business Papers

TOLEDO, Dec. 20—Is it possible to sell a consumer product without consumer advertising? The answer is yes, according to Dana Corp., manufacturer of automotive power transmission equipment.

Most of Dana's products are sold as original equipment on trucks, off-the-road machinery and other heavy industrial vehicles. Included are clutches, transmissions, differentials, universal joints, rear axles, propeller shafts, etc. And as expected, these industrial products are advertised in the trade press to original equipment manufacturers and to truck fleet operators.

But one Dana product, limited slip differential for passenger cars and light trucks, is classified as a consumer item—an optional accessory installed only on customer order. It's the new car buyer who makes the decision on installing the limited slip differential, and it's the customer who pays the extra cost of the option. But Dana's ads are directed to new car dealers, fleet owners and those who use cars in their business.

▪ Dana recently delivered its 1,000,000th limited slip differential since the first one was installed on a Packard in 1956. Sales for 1962 are running 50% ahead of last year. The company says much of the success of the limited slip differentials can be attributed to the advertising campaign.


Limited Slip Differentials Protect You Against Costly Delays, Lagging Profits
Ask Your Dealer For A Demonstration!
DANA CORPORATION

NO DELAYS—*Dana aims this ad for its limited slip differential at taxi operators. It appeared in the November Taxicab Industry.*

Dana is using 12 publications for its 1962 campaign, and every one of them is a trade publication. There is no attempt to reach the broad numbers of customers that the automobile companies reach through tv, radio, newspapers, outdoor, direct mail and consumer magazines.

▪ To reach the new car dealers, the company uses *Automotive News*. Ads in this series point out the best prospects for limited slip differentials, and urge dealers to give demonstrations.

For the consumers, Dana uses 11 vertical publications: *AMA News, The American City, American Salesman, ATA News, Hot Rod, Motor Life, Motor Trend, National Rural Mail Carrier, Public Utilities Fortnightly, Taxicab Industry & Auto Rental News*, and *Veterinary Medicine*.

Ads for the vertical publications are basically the same but with copy and art tailored for the specific reader group. These ads urge readers to ask new car dealers for a demonstration.

Nowhere does the ad copy refer to the "Dana limited slip differential." Instead, a soft sell approach is used, promoting only the advantages of having the option.

▪ Dana supplies most makes produced by the automobile industry. Ford and Mercury have had to design their own unit because their straddle-mounted differential prevented the use of the Dana system. One other manufacturer produces a smaller unit that is used on some compacts.

Thus Dana feels safe in using the low pressure ad copy. If a car buyer asks for a limited slip differential, chances are good he will end up with a factory-installed Dana unit.

Although the first units were installed on '56 model cars, Dana did not start promoting the limited slip differential until 1958, when Allman Co., Detroit, was named as the advertising agency. At that time, Allman research showed that 43% of the car buyers would want the option.

Since then, the campaign has been broadened beyond the original list of user groups, and ads have been scheduled on a more regular basis, although the bulk of the ads run at new model time. #

BIG EARNINGS WITH SAFETY
INSURED BY U. S. GOV'T. AGENCY

ALLISON WAUGH & CO., INC.
6670 Northwest Hwy., Dept. AA
Chicago 31, Illinois
Ideal for Pension, Welfare and Profit-Sharing and other funds.
Please send FREE LIST of and INFORMATION on Insured Savings and Loan Associations.

NAME__________________
STREET_________________
CITY__________STATE______

American Motors, GF on CBS; ABC-TV Adds Five Sales

American Motors Corp., Detroit, (Geyer, Morey, Madden & Ballard) will sponsor "Let Freedom Ring," an hour special on CBS-TV, Dec. 31 at 3 p.m. (EST). The show, featuring Richard Boone, Laraine Day and the Mormon Tabernacle Choir, will highlight great moments of American history. Another CBS hour special, "Accent on 1961—a Public Memoir," dealing with Americans' reactions to the news stories of the year, will be presented Jan. 4, at 9 p.m. (EST), under the sponsorship of General Foods Corp. (Young & Rubicam).

At ABC-TV, five sponsors bought participations in eight shows, the orders to begin after Jan. 1. New buys were made by Edward Dalton division of Mead Johnson & Co. (Kenyon & Eckhardt), Philco Corp. (Batten, Barton, Durstine & Osborn), Polaroid Corp. (Doyle Dane Bernbach), Union Carbide Corp. (William Esty Co.) and Schick Safety Razor Co. (Compton Advertising). The shows are "Untouchables," "Ben Casey," "Naked City," "Target: the Corruptors," "Adventures in Paradise," "Hawaiian Eye," "Cheyenne" and "ABC Evening Report."

Remsen Names Two

James G. Walker, formerly an account executive with Brown & Crane, has joined Remsen Advertising, New Haven, as a senior account executive and supervisor of the media department. Mrs. Frances Beach, executive secretary to the president, has been named a media buyer.

Avery-Knodel Adds Service

Avery-Knodel, New York, radio-tv station representative, has inaugurated a direct telephone connection from Seattle and Portland to the company's San Francisco office for the convenience of agency time buyers in those cities. Cost of the service will be paid by the representative.

Coming Conventions

(Listed Alphabetically)

Advertising Age, 5th annual creative workshop, Palmer House, Chicago, July 31-Aug. 3.

Advertising Assn. of the West, 59th annual meeting, Denver-Hilton Hotel, Denver, June 23-27.

Advertising Federation of America, midwinter legislative conference, Statler-Hilton Hotel, Washington, Feb. 7; 5th district, Shawnee Hotel, Springfield, O., March 22-24; 4th district, Robert Myer Hotel, Jacksonville, May 10-12; 9th district, Denver-Hilton Hotel, Denver, June 23; 58th national convention, Denver-Hilton Hotel, Denver, June 23-27; 1st district, New Ocean House, Swampscott, Mass., Sept. 23-25; 3rd district, Hotel Columbia, Columbia, S.C., Oct. 18-20.

Advertising Research Foundation, eighth annual conference, Hotel Commodore, New York, Oct. 2.

Agricultural Publishers Assn., annual meeting, Roosevelt Hotel, New York, Oct. 22-23.

American Assn. of Advertising Agencies, Southwest Council, Shamrock-Hilton Hotel, Houston, Feb. 14-16; annual convention, Greenbrier Hotel, White Sulphur Springs, April 26-28; central regional meeting, Ambassador West, Chicago, Oct. 17-18; western regional meeting, Hawaiian Village, Honolulu, Oct. 22-25; eastern regional conference, Biltmore Hotel, New York, Nov. 13-15.

American Marketing Assn., annual winter conference, Biltmore Hotel, New York, Dec. 27-29.

American Marketing Assn., annual meeting, Netherland Hilton Hotel, Cincinnati, June 20-22.

American Newspaper Publishers Assn., annual convention, Hotel Waldorf-Astoria, New York, April 23-26.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, Chicago, May 3-6.

Associated Business Publications, winter conference, Roosevelt Hotel, New York, Jan. 31; annual publishers meeting, Homestead, Hot Springs, Va., May 6-9.

Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, April 30-May 2.

Assn. of Industrial Advertisers, annual conference, Royal York Hotel, Toronto, June 11-14.

Assn. of National Advertisers, spring meeting, Commodore Hotel, New York, May 20-22; annual meeting, Homestead, Hot Springs, Va., Nov. 8-10.

Assn. of Railroad Advertising Managers, annual meeting, Knickerbocker Hotel, Chicago, May 5-12.

Bureau of Advertising, American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York, April 23-26.

Business Publications Audit of Circulation, 30th annual meeting, Drake Hotel, Chicago, Feb. 15.

Direct Mail Advertising Assn., West Coast conference, Fairmont Hotel, San Francisco, April 25-26; 45th annual convention, Sherman Hotel, Chicago, Sept. 11-14.

Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago, Feb. 18-20.

International Advertising Assn., 14th World Congress, Sheraton-Chicago Hotel, Chicago, April 17-19.

Magazine Publishers Assn., regional meeting, Drake Hotel, Chicago, Feb. 7.

National Advertising Agency Network, annual meeting, Dorado Beach Hotel, San Juan, Puerto Rico, June 27-July 2.

National Business Publications, annual spring meeting, Boca Raton Hotel & Club, Boca Raton, Fla., March 11-15.

National Federation of Advertising Agencies, annual management conference, Hollywood Beach Hotel, Hollywood, Fla., May 3-8.

National Newspaper Promotion Assn., annual meeting, Queen Elizabeth Hotel, Montreal, May 13-16; central regional meeting, Fort Des Moines Hotel, Des Moines, Oct. 25-27.

Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago, Jan. 21-24.

Newspaper Advertising Executives Assn. of the Carolinas, Hotel Sir Walter, Raleigh, N.C., Feb. 16-17.

Point-of-Purchase Advertising Institute, national members meeting, Summit Hotel, New York, May 9-11.

Western States Advertising Agencies Assn., annual conference, Oasis Hotel, Palm Springs, May 9-12.

(Convention Calendar)

JANUARY

21-24. **Newspaper Advertising Executives Assn.**, Chicago.
31. **Associated Business Publications**, New York.

FEBRUARY

7. **Advertising Federation of America**, Washington.
7. **Magazine Publishers Assn.**, Chicago.
14-16. **American Assn. of Advertising Agencies**, Houston.
15. **Business Publications Audit of Circulations**, Chicago.
16-17. **Newspaper Advertising Executives Assn. of the Carolinas**, Raleigh.
18-20. **Inland Daily Press Assn.**, Chicago.

MARCH

11-15. **National Business Publications**, Boca Raton, Fla.
22-24. **Advertising Federation of America, 5th district**, Springfield, O.

APRIL

17-19. **International Advertising Assn.**, Chicago.
23-26. **Bureau of Advertising, American Newspaper Publishers Assn.**, New York.
23-26. **American Newspaper Publishers Assn.**, New York.
25-26. **Direct Mail Advertising Assn.**, San Francisco.
26-28. **American Assn. of Advertising Agencies**, White Sulphur Springs.
30-May 2. **Assn. of Canadian Advertisers**, Toronto.

MAY

3-6. **American Women in Radio & Television**, Chicago.
3-8. **National Federation of Advertising Agencies**, Hollywood, Fla.
5-12. **Assn. of Railroad Advertising Managers**, Chicago.
6-9. **Associated Business Publications**, Hot Springs, Va.
9-12. **Point of Purchase Advertising Institute**, New York.
9-12. **Western States Advertising Agencies Assn.**, Palm Springs.
10-12. **Advertising Federation of America, 4th district**, Jacksonville.
13-16. **National Newspaper Promotion Assn.**, Montreal.
20-22. **Assn. of National Advertisers**, New York.

JUNE

11-14. **Assn. of Industrial Advertisers**, Toronto.
20-22. **American Marketing Assn.**, Cincinnati.
23. **Advertising Federation of America, 9th district**, Denver.
23-27. **Advertising Federation of America**, Denver.
23-27. **Advertising Assn. of the West**, Denver.
27-July 2. **National Advertising Agency Network**, San Juan, Puerto Rico.

JULY

31-Aug. 3. **Advertising Age Workshop**, Chicago.

SEPTEMBER

11-14. **Direct Mail Advertising Assn.**, Chicago.
23-25. **Advertising Federation of America, 1st district**, Swampscott, Mass.

OCTOBER

2. **Advertising Research Foundation**, New York.
17-18. **American Assn. of Advertising Agencies**, Chicago.
18-20. **Advertising Federation of America**, Columbia, S.C.
22-23. **Agricultural Publishers Assn.**, New York.
22-25. **American Assn. of Advertising Agencies**, Honolulu.
25-27. **National Newspaper Promotion Assn.**, Des Moines.

NOVEMBER

8-10. **Assn. of National Advertisers**, Hot Springs, Va.
13-15. **American Assn. of Advertising Agencies**, New York.

DECEMBER

27-29. **American Marketing Assn.**, New York.

'Discount Store News' Names Three; 'Chain Store Age,' Two

Discount Store News, a biweekly to be published by Lebhar-Friedman Publications, New York, starting Jan. 1, has named three to its sales staff. They are Donald H. Gordon, formerly field manager with Synthetic Fabrics; Devereaux McCarthy, previously in sales and merchandising for Lever Bros., and Paul D. Vician, formerly in charge of new products research and development at Union Wadding Co. Advertising rates for the new publication are $623.50 for a b&w page.

Chain Store Age, also published by Lebhar Friedman, has named Leonard Moss, formerly with McGraw-Hill, to the sales staff of its restaurant magazines, and Paul Zanowski, previously with Gillette Safety Razor Co., to the sales staff of its drug magazines.

'Look' Revenues $63,920,000

Advertising revenues before discounts for *Look* increased 8.2% to $63,920,000 in 1961, from $59,070,000 in 1960. In a letter to the shareholders, Gardner Cowles, president of Cowles Magazines & Broadcasting, publisher of *Look*, said the broadcasting division which was acquired by the company in January, 1961, showed a 3.7% increase in revenues before discounts. He termed the company's prospects for 1962 "favorable."

[Advertisement]

Omaha Continues Phenomenal Growth!

Omaha's business growth has continued at a phenomenal rate through the first three quarters of 1961.

Retail sales in the Omaha area are running three to four percent above last year, while nationally, sales are down two percent.

Wholesale business is up three percent in Omaha, while nationally, wholesale business is even with last year.

Unemployment in Omaha stands at only 3.3%, against a 6.8% figure for the rest of the country.

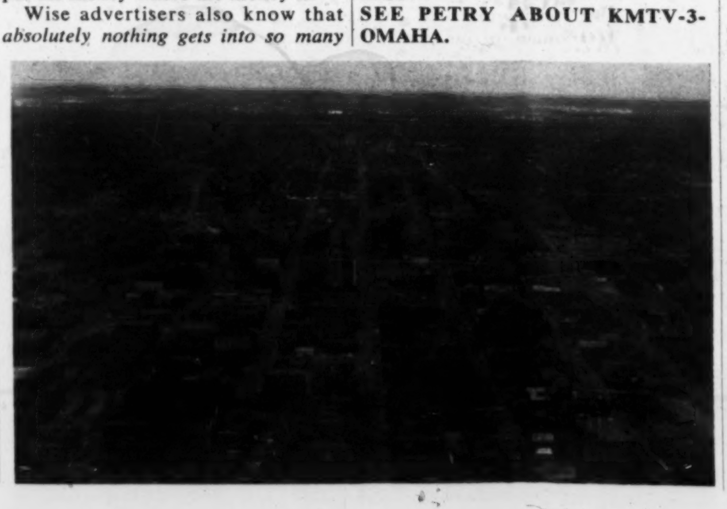
Construction activity nationwide is two percent higher than last year, but *Omaha is building at a rate 45% higher than last year.*

OMAHA ATTRACTIVE BUY

More housing units will be built in Omaha in 1961 than in any previous year in history. Omaha's healthy economy makes the area an attractive buy for every wise advertiser who wants to put his money where the money is.

Wise advertisers also know that *absolutely nothing gets into so many Omaha-Lincoln homes as often as KMTV!*

SEE PETRY ABOUT KMTV-3-OMAHA.



Can't Fool Buyer Twice, Dunning Tells Senate Unit

But Consumer's Right to Know, Not Intelligence, Under Study: Sen. Hart

WASHINGTON, Dec. 19—The Senate subcommittee studying deceptive food labeling began taking testimony from manufacturers last week, and promptly found itself faced with the contention that shopping housewives are well equipped to take care of themselves.

Harrison F. Dunning, exec vp, Scott Paper Co., said that 50,000,000 housewives levy their judgment daily on industry, and those companies that fail to satisfy suffer the consequences.

"Scott fears an unfavorable verdict from the consumer more than it could fear any regulation that could be passed by any state or federal agency," Mr. Dunning said.

Sen. Philip Hart (D., Mich.), subcommittee chairman, anticipated Mr. Dunning's contention. In a statement at the beginning of one session, the senator said the argument that "the consumer is too smart to be fooled—at least more than once" is one of the "strawmen" that is used to evade the problems posed by the investigation.

■ "Consumer intelligence is not at stake in this inquiry," he said. "The right to essential information is."

Mr. Dunning said proposals which have been submitted to the committee to require more complete and prominent disclosure of information on labels would "take much of the attractiveness away from our packages in supermarkets, make the supermarket shopping experience a much less interesting occasion for the housewife and not really serve to protect her."

Mr. Dunning denied that manufacturers are able to take advantage of housewives. "If some women are deceived on a first purchase, they are never deceived on a second because they simply won't buy the package again."

■ The need to please the housewife is the basic law of survival in business, he argued. "This becomes doubly true with nationally advertised brands. The investment of thousands of dollars to create a brand image for a product becomes an absolutely wasted expenditure if the product fails to live up to the advertising claims—in size, in content, in quality, in value and in performance. It is my belief that even those people who manufacture non-advertised products would not deliberately risk their reputations with deceptive labeling or packaging practices."

At two previous sets of hearings the subcommittee has heard complaints from so-called "consumer" spokesmen and testimony from the food distributor viewpoint. As food processors began to testify, Sen. Hart reported he is convinced some new laws and regulations are needed to make sure the consumer has full information about what she is paying and what she is getting.

■ Under questioning by the subcommittee, Mr. Dunning agreed some progress would result if the number of sizes in a product line could be standardized by industry agreement. When staff members suggested that it might be possible for government to cooperate in projects of this kind, Mr. Dunning declared, "If government would make such conniving legal, it would be wonderful."

He described in detail the competitive conditions which induce processors to experiment with new product sizes. Currently, he reported, Scott is experimenting with a 75' size roll of Cut Rite wax paper in some markets to meet competitors who have been offering a 100' roll. He indicated the experiment has not been successful, and that Scott will decide to stand by its 125' roll.

■ The experiment was attempted, he said, because the competitors with the 100' roll were in a position to charge less. Also, he said, the market has been changing. More children buy lunches in school, and more workers eat in plant cafeterias. Scott felt the smaller roll might be attractive to housewives who prefer to buy wax paper in smaller quantities.

One area where "correction" is needed, he said, is the tendency to shave contents of a container, without changing the size or without disclosing the change to consumers. He also reported that Scott is impatient with "cents off" deals, and had announced some time ago that it is not using them, except to introduce new products.

Quoting "Nielsen" as the industry bible, he said "cents off" sales provide only a temporary stimulant, and that over the long run nothing is achieved by them. "In two-and-one-half years," he said, "we spent $2,500,000 on coupon deals, cents off deals, priming the pump continuously. At the end, we were just where we started."

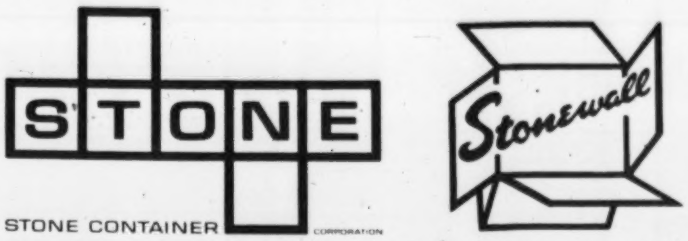
■ Saul Bass, Los Angeles designer, agreed that manufacturers are not trying to cheat the housewife, but he supported a number of new laws and regulations to require disclosure of information useful to housewives in computing comparative cost.

"There has been a good deal of hogwash about the power of persuasion in the form of Svengali-like techniques to promote the sale of merchandise," he said. "I strongly support the position of those who have stated before the committee that the repeat sale is the basis of continuity of existence for the manufacturer."

Among his proposals were the elimination of descriptive size designations such as "jumbo," "family," etc.; elimination of fractional ounces in reporting weight; and standards for such terms as "average washload."

■ Robert Wilson, general manager, customer research, metal division, Continental Can Co., said many factors enter into package design and selection. The processor "is under constant pressure to use the most efficient, economical and practical package which his situation permits him to use," he declared. "He must keep one eye on the technical requirements and one on distribution problems.

"The package which the packer selects tends to be the one which will most economically and most effectively deliver the product to the purchaser in the most satisfactory condition." #



NEW LOGO—*At left is the new logo for Stone Container Corp., Chicago, introduced formally on the company's annual report. It replaces the old logo at right. Morton Goldsholl designed the new symbol, which incorporates the Stone name in the panels of a diecut carton.*

Royal Viking Danish Beer Aims to Crack Import Brew Market

NEW YORK, Dec. 19—Because of a "sudden international crisis involving Denmark's participation in the NATO Baltic naval command," Prime Minister Viggo Kampmann was unable to attend the press conference planned for last week to mark the introduction of Royal Viking Danish beer to the U. S.

The conference was canceled, and no one had a chance to sample the product. But the U. S. importer, Royal Viking Corp., headed by adman Lester L. Wolff, chairman, and Howard C. Hartmann, president, said it will go ahead with plans to invest some $250,000 the first year in advertising to crack the imported beer market.

Mr. Hartmann also is president of Fox Head Brewing Co., Waukesha, Wis., which will market the Danish product through 350 Fox Head distributors in 28 states.

Mr. Wolff is also chairman of Coordinated Marketing Agency, which will handle the advertising. He said Royal Viking, "which is personally delivered to the king of Denmark every day," would be the first imported beer to go through the established channels of a U. S. beer distributor, thus eliminating a lot of the legwork involved in launching the brand.

■ The beer is produced by Star Brewery, Copenhagen, a Danish trade union cooperative. It boasts of having an edge over practically every other beer in the world via a newly patented process which extends shelf life to 14 months, as against the usual six months. Several New York brewers, however, said they were skeptical about the claim.

Fox Head's participation in the Royal Viking venture marks its second diversification within the beer industry in the past year. Last January the brewer began manufacturing for Waukesha Springs Brew Co., a non-alcoholic beer, marketed through vendors.

Royal Viking will be launched market by market, beginning in New York, where Fox Head has nine distributors. #

'Honolulu Star-Bulletin' Names Dickinson President

The *Star-Bulletin*, Honolulu, has named Porter Dickinson president, succeeding Mrs. Elizabeth Farrington, widow of the late Joseph Farrington. Mrs. Farrington resigned. Effective Dec. 4, 51.4% of the stock of the *Star-Bulletin* was purchased by a group of Hawaiian business men, headed by J. Ballard Atherton, president of Hawaiian Telephone Co.; Alexander S. Atherton, vp of Hawaiian Trust Co.; and Chinn Ho, president of Capital Investment Co. (AA, Dec. 11).

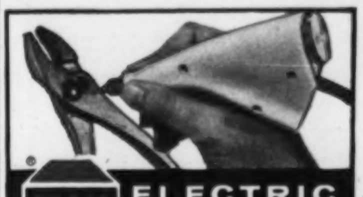
Mrs. Farrington also resigned as president of three subsidiary companies, Star-Bulletin Printing Co., *Hilo Tribune-Herald* and Hawaiian Broadcasting System. Mr. Dickinson, formerly vp and secretary of the newspaper, was also appointed president of Hawaiian Broadcasting System.

S-F-W Appoints Five

Sawyer-Ferguson-Walker has named Walter L. Guy, formerly general sales manager, exec vp to succeed Jacob H. (Jake) Sawyer, who died Oct. 23. The representative also appointed C. Richard Splittorf, previously vp and manager of the company's Philadelphia office, general sales manager. Daniel Tomlinson will move into Mr. Splittorf's position. Clark H. Stevens has been named a senior vp and will continue as Detroit manager; Ruth M. Volckmann, formerly assistant secretary, has been appointed treasurer; and Francis P. McFadden, a senior vp and former president of George McDevitt Co., which was merged with S-F-W in 1959, has been elected to the company's board of directors. Last month Hugo Magnuson was named Chicago branch manager to assume Mr. Sawyer's duties in Chicago.

Taylor-Crook Adds 5 Accounts

Taylor-Crook Associates, Bloomington, Ill., has been named to handle advertising for Handlan Mfg. Co., St. Louis; Packard Instrument Co., LaGrange; Simplex, Springfield, Ill.; Midland Mfg. Co., Kansas City, Kan.; and Electra Mfg. Co., Kansas City, Mo.


BVI ELECTRIC VIBRO-GRAVER

Everyone wants this new tool for engraving name or initials on valuable personal property. Use like pencil—write on anything—even steel. Great for premium programs, contests, sales incentives.

For complete information contact
BURGESS VIBROCRAFTERS, INC.
Dept. A-62 • Grayslake, Illinois

A Brighter Year Emerges...
Give Cincinnati THE BIG SELL!

Year after year, Cincinnati moves ahead, without big boom or tragic bust. Cincinnati's 1962 becomes discernible with recent reports showing increasing bank clearings, more employment, big jump in electric consumption, nice gains in department store and other retail sales, and improved Standard & Poor's production index. Cultivate this field so rich in purchasing power, culture and progress. Buy the one paper that spends the evening with the family . . . nearly 1,000,000 readers . . . every day!

7 *out of* **10** *Cincinnatians read the Cincinnati* **POST Times-Star**

★
Largest Circulation of any Cincinnati Daily
★
Greatest Coverage of Highest Income Groups; as of *all* Groups.
★
43% Read No Other Daily
★
One of the nation's lowest Milline rates
★
The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department
SCRIPPS-HOWARD Newspapers

The Editorial Viewpoint . . .

Politz Attacks the ARF

It is not often that anyone unleashes so broad and so public an attack on an advertising or related organization as Alfred Politz unleashed on the Advertising Research Foundation a couple of weeks ago.

Mr. Politz said a good many unkind things about the ARF, the most important probably being that the non-profit ARF, supported by advertiser, agency and media funds, is competing unfairly with privately operated research organizations; and that its consultation policies on media research are as likely to result in the promotion of mediocrity in research as they are to promote better, more scientific research. The reason, Mr. Politz said, is that the imprimatur of the ARF has tended to become more important than the development of truly outstanding research methods.

Mr. Politz suggested, in a monograph sent to some 1,500 people in the advertising and related businesses, that the ARF ought to be forced to mend its ways in substantial fashion, or be politely put to death. We don't necessarily agree with him, and we are a bit surprised at the relative weakness of many aspects of his argument.

Nevertheless, enough of a case remains for the ARF and everybody in advertising to take the criticism seriously, and not to shrug it off nonchalantly, as seemed to be the general idea at the annual ARF meeting in New York last week.

We have criticized the ARF before, and we have no hesitancy in doing so again. It is our feeling that a great deal of dedicated time and effort has been put into the organization, and that it deserves to carry on. But we also share Mr. Politz's belief—and that of many others—that the ARF has somehow tended to get substantially off the track, and to wander around in areas where its founders and supporters had no intention of permitting it to wander.

The ARF was designed to promote better, more scientific research, and to look into methodology and scientific approaches which are normally beyond the reach and scope of any individual enterprise. It should be doing pioneer work in the field of pure research in areas where advertising and marketing are in dire need of additional information. It has done some noteworthy work in this direction, but it has also managed more than once to get bogged down in grandiose plans for becoming "research headquarters" for the advertising field, instead of tending to its primary business of serving as a unique scientific experiment station.

Whether you agree with Alfred Politz or not, it seems to us his attack has served a useful purpose in calling attention to possible shortcomings of an activity which has wide support within the advertising field.

We hope the issues will be vigorously and fully debated in the months to come.

We May All Deplore This

When the Federal Trade Commission succeeded in getting a ruling from the Supreme Court requiring St. Regis Paper Co. to supply it with duplicate copies of reports the company had provided the U. S. Census Bureau, it made a great many thoughtful people—including the staff of the Census Bureau—extremely unhappy.

The census people have always insisted (with the law on their side, they thought) that material supplied in answer to Census inquiries was private and personal and privileged, and could not be used in any way by anyone, nor in such manner as to divulge the source of the material.

The Supreme Court took the narrow legalistic view that the law governing census material does indeed make census reports in the files of the Census Bureau immune from search or seizure by anyone, including other government agencies, but that copies of the report on file in the company which provided the statistics are subject to subpoena.

Fortunately, the Supreme Court indicated clearly that a slight revision of the existing census laws would make census reports inviolate, and we can only hope that an alert Congress will make that necessary revision as quickly as may be.

The collection of useful data, on a wholly confidential basis, by the Census Bureau is too important to be put in the slightest jeopardy.

Marketing on the Move

The Philco "instant dividend" plan, under which appliances are tied in with purchases in supermarkets, has created a tremendous amount of excitement in the appliance marketing field. Competitors, and numerous retail organizations, have screamed about the plan and its alleged possibilities for wiping out appliance retailers. Philco, on the other hand, has insisted that the plan won't hurt retailers at all; that it will simply help them sell more merchandise.

We're not expert enough on appliance merchandising to know who's right, and we're not even sure the experts know yet. But the Philco move is dramatic proof that you can't stem the tide of ideas in the merchandising field, and that you'd better look over your shoulder, because it's a sure thing someone is cooking up something new.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman, Columbus, Ohio

"They're running a big contest for their salesmen. First prize winner gets to keep his job."

What They're Saying . . .

The Great TV Strike

Tv is probably capable of conveying ideas and stimulating imagination more swiftly than the pages of a book. But tv at present is at least 50% a device of business men to push the sale of cereals, detergents, cathartics. It's seldom on tv that you meet authors who are giving you a wide range of their real thoughts and deepest experience. They are co-operating in a deceptive racket . . .

Tv in my opinion in leveling out the minds of Americans into a dull plateau. The only way to rescue tv is to take it away from advertisers and give it to the authors.

We would have to pay for tv programs, of course, if they were taken from the admen, just as we have to buy books. Probably most people prefer ersatz programs free rather than the real thing at a price . . .

I recommend that we begin immediately the great American tv strike. Turn the thing off and leave it off until the networks can come up with a new plan. Maybe I exaggerate. People tell me there are sometimes good programs on tv. I never saw one.

—Elson Ruff in The Lutheran, Nov. 8.

Individuals Responsible for Truth in Advertising

Since when did the simple fundamentals of rectitude and high principles cease to be an individual concern? When did it become necessary for the individual to employ a group to keep his personal code clean? If I have learned anything at all about our business, it is that truth and taste are determined right where the advertising is created and approved. They get into advertising because they are put there, not after the roof has fallen in, but right at the beginning, when the writer, the designer, and the man with the blue pencil are doing the primary work.

—Trueman F. Campbell, president, Hopkins-Campbell, Ann Arbor, in a speech to the Springfield, Mass., Advertising Club.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN**, executive vice-president and general manager. **J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Live and learn: "Will there ever be a toothpaste that eliminates tooth decay?" asks Colgate, which a generation ago was confidently advertising, "A clean tooth never decays."

•

The introduction of disposable diapers, such as Procter & Gamble's new Pampers, may turn out to be an important factor in encouraging more babies and bigger families.

•

A&P is reported to have reluctantly decided to start using trading stamps in some of its stores, thus endorsing the old political philosophy, "If you can't lick 'em, join 'em."

•

If publishers and other business mail users succeed in winning the Department of Commerce to their point of view there may be a lively intramural battle over increased postal rates on the banks of the Potomac during the next few months.

•

"Negro is basic market, *Ebony* publisher says."

That's right, especially when you're trying to sell Ernie Davis, Bob Ferguson or Sandy Stephens on signing a professional football contract.

•

That Supreme Court decision permitting the FTC to take confidential census reports from the files of St. Regis Paper Co. makes Uncle Sam seem to be engaged in a new kind of confidence game.

•

If you wonder why better business bureaus are necessary, take a look at the headline of the Indianapolis builder who advertised, "Congratulations to those who do not have a fallout shelter. You have chosen to die needlessly."

•

Fax Cone told the magazine promotion men to feature the selectivity of their audiences, not numbers.

And let the editor tell how he selected them?

•

Ken Harvey's versatility in playing five characters in the Cherry Kijafa commercial may set a dangerous precedent—making the tv ads more entertaining than the shows.

•

It won't be long before late tv viewers may be asking each other and their favorite editors, "What is Jack Paar's successor really like?"

•

This week the retail stores all across the nation will be doing an enormous but unprofitable business—exchanging the gifts which, as usual, Santa Claus goofed on.

•

An art director promoted for a new job by his employment agency is described as not believing in art for art's sake, but art for profit's sake.

Maybe the dollar sign shouldn't be quite so conspicuous.

COPY CUB.

PRESCRIPTIONS

57 PERCENT OF DELAWARE VALLEY'S DRUG STORE SALES ARE MADE IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban adult readers than does any other Philadelphia newspaper.

BUCKS COUNTY
MONTGOMERY COUNTY
PENNSYLVANIA
MERCER COUNTY
TRENTON
CHESTER COUNTY
PHILADELPHIA
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
WILMINGTON
DELAWARE RIVER
GLOUCESTER COUNTY
CAMDEN COUNTY
DEL.
NEW CASTLE COUNTY
SALEM COUNTY
NEW JERSEY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

Trimmed List for 'American Weekly' Strengthens Supplement Field, Say Admen

NEW YORK, Dec. 19—The Sunday supplement field is much stronger, now that *The American Weekly* has decided to lop off 21 of its 31 newspapers after Dec. 31.

That seems to be the opinion of most supplement men and agency media people, on the future of the so-called "big four" magazines: *The American Weekly, Family Weekly, Parade* and *This Week Magazine*. Last year, the quartet rang up $82,800,000 in revenues; the 1961 figure is expected to be $78,300,000.

Media buyers, for the most part, are glad to be rid of back-to-back situations which have had *The American Weekly* in the same markets as other supplements. They particularly like the idea of spending less money to create a minimum schedule which conceivably might include *American Weekly*. Said one adman: "Where it might have taken $100,000 to go into a full supplement list before, now maybe it'll take only $80,000."

There's a small media group, however, that is "from Missouri" and wants to be shown. These agency men feel that the weekly's 20-paper pullout hasn't affected the field; if new advantages are present, they'd like to see them.

■ One of those on the positive side was Joseph P. Braun, vp and media director of Kenyon & Eckhardt: "It's good for the field. It gives the advertiser a better opportunity to spread his dollars with more equity without duplicating, for example, *American Weekly* in *This Week* newspapers."

Another was Philip C. Kenney, vp and media director of Reach, McClinton & Co.: "The move strengthened *American Weekly;* at the rate they were going, they weren't getting their share. There was too much duplication. Before, it took a large budget to add *The American Weekly* on top of others; combinations that seemed to work out best were ones like *This Week, Parade,* First Three Markets and some independents. But now there's an opportunity for an advertiser to add to his minimum schedule."

William A. Murphy, vp and media and research director of Papert, Koenig, Lois, said that "the characteristics of the field haven't changed, but obviously more efficient buys are now possible. Previously, it was tough to work up a minimum schedule."

Two media bosses of big shops didn't want to be quoted by name. One opined: "The mere elimination of some of *American Weekly's* newspapers doesn't make the rest of the list stronger, in itself." Back-to-back, he said, has been a factor "only when the media list was extensive." The other adman said: "The step won't damage or help the field. Some folks who wanted to use a network of supplements weren't using *American Weekly* anyway. It was the sufferer when back-to-back was encountered."

■ The magazines, themselves, tended to be more optimistic:

- Ben Wright, president of *This Week*, said that advertisers "no longer face the problem of duplicating circulation" now that the back-to-back situation is "cleaned up." But, he said, the withdrawals by *The American Weekly* had "little effect on *This Week* from the circulation standpoint because the cutback exposed no major markets in which we did not already have heavy coverage. *American Weekly* was on few, if any, schedules which did not include *This Week*."
- Warren Reynolds, assistant publisher of *Parade*, said *American Weekly's* move "eliminated a lot of confusion" and "excessive back-to-back circulation." Formerly, if an advertiser wanted to "buy the syndication idea, he could scarcely buy the *Weekly* without running into duplication," Mr. Reynolds said.
- *Family Weekly* termed the *American Weekly's* move a "beneficent bombshell" related to the "problems of duplicated and back-to-back circulations" which made it "difficult for national advertisers to buy in effective combinations." *Family Weekly* said *American Weekly* had "courageously undertaken to break a bottleneck that might otherwise have become worse before it got better." It said the most "immediate, direct repercussions" came when *Parade* picked up four of the newspapers dropped by *American Weekly*, and when *Family Weekly* added three more.
- At *The American Weekly*, publisher Edwin C. Kennedy said his magazine's changes would result in "some different combinations" than had been bought formerly. Now we're in conflict with no one; "we're simply in the markets where $1 of every $4 retail is spent, and saturation in these areas—call it 'megopolis,' 'strip markets' or 'interurbia'—is vital. A product can survive with 30% coverage in Yakima or Fargo, but not in the big cities."

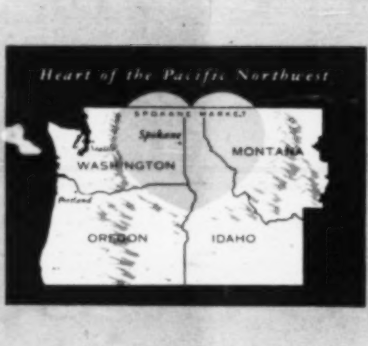
Mr. Kennedy said *The American Weekly* could now "fill out" an

First time below Nationally Advertised* $59.95 price!
You get Famous Sealy Flex Guard quality
$20.00 OFF!
$59.95
YOU SAVE $20.00
PAY ONLY
$39.95
Sealy
$49.95
$59.95

81ST ANNIVERSARY PROMOTION—*Starting Jan. 12 Sealy Inc., Chicago mattress maker, will launch a three-month series of ads for its 81st anniversary mattress, offered at $39.95. Kickoff ad, a spread, will appear in Life; pages will follow in February Better Homes & Gardens and March American Home. Earle Ludgin & Co. is the agency.*

How J. C. Penney Sells

THE SPOKANE MARKET



a Market **4** *Times as Big as it Looks!*

Lynn B. Cornish, general manager of Penney's in Spokane, one of the largest Penney stores in the nation, sells to men and women in a market where retail purchases top the total retail sales in each of fifteen states. And he reaches these Spokane Market customers economically and effectively with just one "newspaper-buy" – the Spokane dailies.

Over 1.1 million people live in the 36-county Spokane Market. Their income exceeds $2.1 billion, and they spend over $1.4 billion at retail annually.

Because the people in these 36 counties are separated from other cities of comparable size by major mountain ranges and great distances, they consider Spokane their social and trading center, their "big city." This is why the Spokane Market is *one big exception to the metro concept of measuring a market*.

Give your business the stimulus of an advertising campaign in this "A" schedule market. The Spokesman-Review and Spokane Daily Chronicle are a *must* for a full sales quota in the Pacific Northwest.

Metropolitan Spokane	24-county Retail Trading Zone*	FULL 36-county Spokane Market
RETAIL SALES $381,133,000	RETAIL SALES $855,135,000	RETAIL SALES $1,444,787,000
The Spokesman-Review and Spokane Daily Chronicle reach over 9 out of 10 families.	The Spokesman-Review and Spokane Daily Chronicle reach 7 out of 10 families.	The Spokesman-Review and Spokane Daily Chronicle reach approximately 5 out of 10 families.

*24 counties. Latest data, with exception of circulation, unavailable for parts of counties defined by A.B.C.

Source: Sales Management, "Survey of Buying Power," May 10, 1961

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Coast-to-Coast
NEWSPAPERS
SELL THE MOST!

Advertising Representative: Cresmer & Woodward, Inc., Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

Good Printing!
for Publishers

Now printing 46 leading periodicals. Any or all of following mechanical services: composition, engraving, printing, binding and mailing. Most modern methods and equipment in specially built publication printing plant. Specializing in runs of from 20,000 to 200,000, periodicals and books. Competent representative will call, recommend and quote. Write or call James Bos. Phone Pontiac 844-5181.

MORTON
PRINTING COMPANY
PONTIAC, ILLINOIS

over-all buy which included *This Week*, *Parade* and/or *Family Weekly.*

• *Sunday*, a network of 38 locally edited magazines published by individual newspapers and sold by Metropolitan Sunday Newspapers, said the net effect of *American Weekly's* decision was to "refine the competitive picture between ourselves and *This Week*." Pointing to its roster of big-city newspapers, *Sunday* said the trend was "toward the papers having their own supplement—even if they're carrying a syndicated one."

■ Here's the picture on the supplement shifts which occurred as a result of *American Weekly's* cropping:

Parade, as of Jan. 7, will add the *Houston Chronicle*, *Dallas Times-Herald*, *El Paso Times* and *St. Paul Pioneer Press*. Their circulations total around 800,000.

Parade has been further strengthened by *American Weekly's* withdrawal from the *San Diego Tribune* and *Fort Wayne News-Sentinel*, and from the *Denver Rocky Mountain News*, *Buffalo Courier Express*, *Syracuse Herald-American* and *Fort Worth Press*.

Family Weekly picked up the *Huntington Herald-Advertiser*, *Fort Lauderdale News* and *Record & State*, Columbia, S.C.

This Week no longer has to share with *American Weekly* the coverage of the *Detroit News*, *St. Louis Globe-Democrat*, *Philadelphia Bulletin*, *Cincinnati Enquirer*, *Cleveland Plain Dealer* and *New Orleans Times-Picayune*. The recent suspension of the *Pittsburgh Sun-Telegraph* will probably add some 300,000 circulation to the *Pittsburgh Press* and *This Week*. Finally, when *The American Weekly* bowed out of the *Charlotte Observer*, it left *This Week* as the only Sunday magazine in that market.

■ Only in Portland, Ore., are two Sunday magazines back-to-back in a new, combined *Oregonian;* they are *This Week* and *Parade*.

The cutbacks brought *American Weekly's* circulation down to around 4,027,754, compared to 9,156,179 last September. It has been engaged in contractual negotiations with the newspapers it is dropping. Ad rates for *American Weekly's* 10-newspaper list were announced last month (AA, Nov. 13). #

'Post' Appoints Collins

James B. Collins, formerly manager of alcoholic beverage advertising for *Holiday*, has joined *The Saturday Evening Post*, Philadelphia, as alcoholic sales specialist. Vincent G. Reumann, formerly manager of alcoholic beverage sales for the *Post*, will join *Holiday* in the same capacity.

Papert, Koenig Names Two

Monte Ghertler, formerly with Doyle Dane Bernbach Inc., has joined Papert, Koenig, Lois, New York, as a copywriter. Robert Previdi, previously with Benton & Bowles, has joined Papert, Koenig as a media buyer.

Hazard Appoints Two

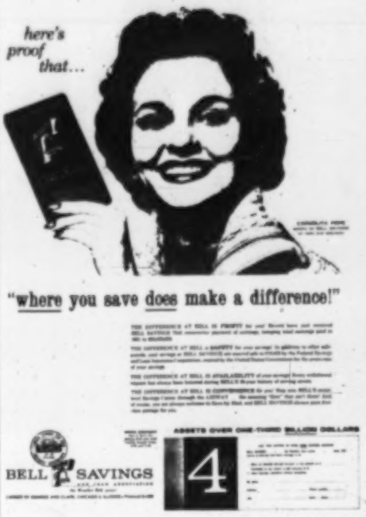
Hazard Advertising Co., New York, has named William J. Cotter to its copy department and Stan Ettinger an art director. Mr. Cotter formerly was with International Nickel Co. Mr. Ettinger previously was with Ted Gravenson Inc.

Republic Molding to Roche

Republic Molding Corp., Chicago, has appointed Roche, Rickerd & Cleary, Chicago, to handle its advertising. The account bills about $250,000.

Putman to Move in East

Putman Publishing Co., Chicago, will move its eastern office to new quarters at 733 Third Ave., New York, effective Jan. 1.


here's proof that...
"where you save does make a difference!"
BELL SAVINGS
4

RING THE BELL—*Starting Dec. 26, Bell Savings & Loan Assn., Chicago, will run this ad, featuring Chicago radio-tv personality Carmelita Pope, 13 times in three weeks in the Chicago Tribune. M. M. Fisher Associates is the agency.*

Keymer, S. H. Benson Shops Part Company

London, Dec. 19—S. H. Benson Ltd. has disposed of its majority holding in Keymer Advertising Ltd. to David Williams, chairman of the agency since 1958, and a group of his associates.

Philip Stobo, vice-chairman of Benson, said the agency bought the interest in Keymer in 1949 in order to acquire Keymer's Indian interests. The Indian company has since been separated from Keymer and merged with Benson International.

When the London and Indian ends of Keymer were separated, the London office was turned into a full fledged service agency operating only in Britain. Although a subsidiary of S. H. Benson, it was run independently.

In January, 1958, Keymer Advertising was reconstituted with an enlarged management team consisting almost completely of postwar trained advertising and marketing men. In the first year the agency billings scarcely reached $280,000, but by the end of 1960 the agency employed 68 persons and billed $2,500,000. #

NEW FOR '62
BACON'S
PUBLICITY CHECKER

Now listing both . . . . **MAGAZINES**
Over 3700 Business, Farm and Consumer magazines. 99 market groups. Coded to show kind of publicity used by each magazine.

. . . . *and* **NEWSPAPERS**
Over 600 dailies in U.S. and Canadian Industrial and market areas. Gives all vital data, including business editor's name. Also lists syndicated business columnists in U.S. and Canada.

Lists every contact you need for the complete publicity and PR job

Every magazine and newspaper you need. 424 pp. . . . 6¾" x 9¼" . . . spiral bound to lay flat while using . . . permanent cover.

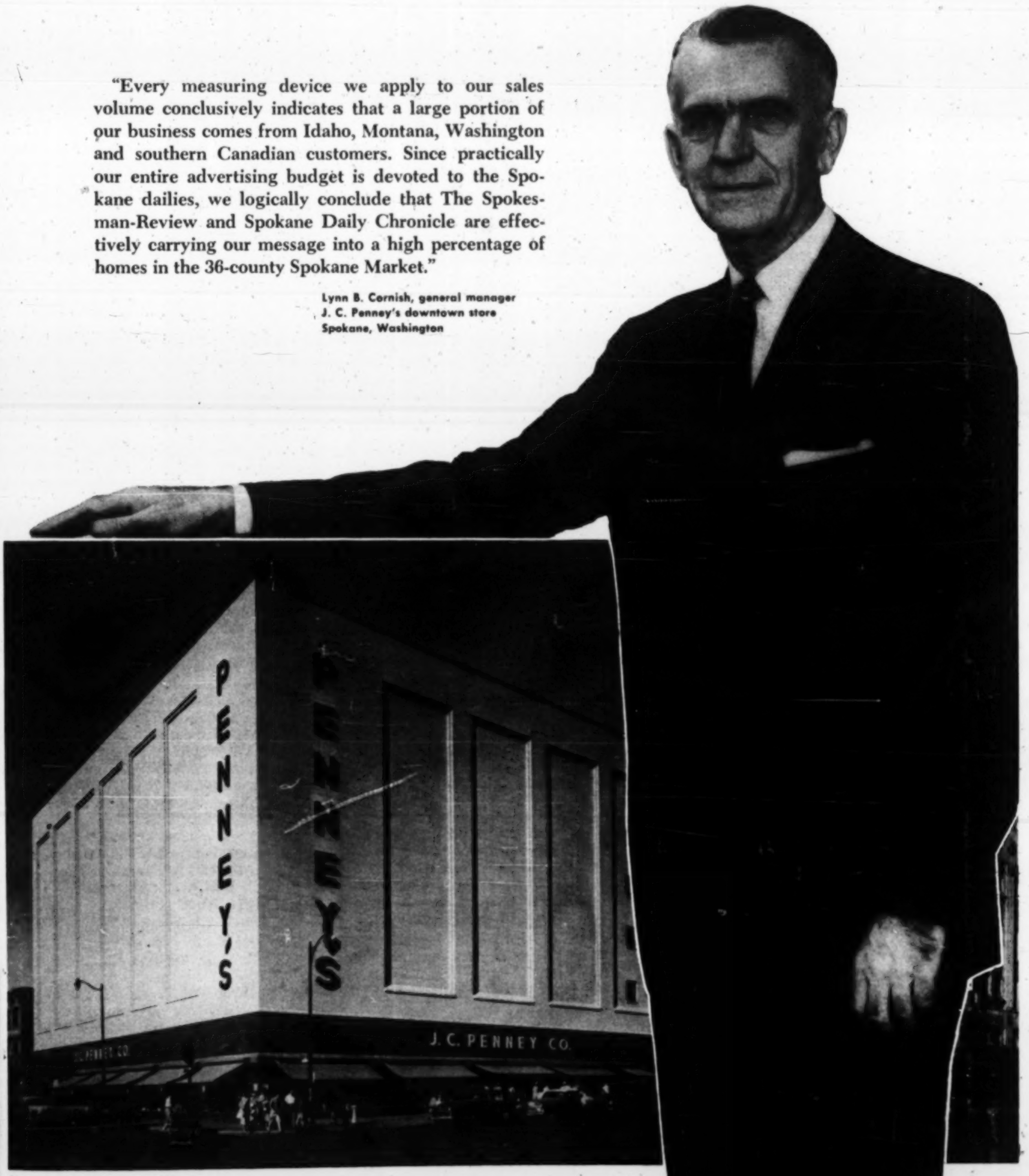
Quarterly Revisions
Revision sheets sent to users in Jan., April, July, 1962. Your Checker always up-to-the minute. Order copies you need today!

FULL PRICE WITH REVISIONS $25.00
SENT ON APPROVAL

BACON'S CLIPS MAGAZINES AND NEWSPAPERS
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

"Every measuring device we apply to our sales volume conclusively indicates that a large portion of our business comes from Idaho, Montana, Washington and southern Canadian customers. Since practically our entire advertising budget is devoted to the Spokane dailies, we logically conclude that The Spokesman-Review and Spokane Daily Chronicle are effectively carrying our message into a high percentage of homes in the 36-county Spokane Market."

Lynn B. Cornish, general manager
J. C. Penney's downtown store
Spokane, Washington



Vin Bliss Retires After 30 Years in Agency Field

CHICAGO, Dec. 19—Vincent R. Bliss, vp and assistant to the president of Campbell-Ewald Co., will retire at the end of the year after nearly 30 years in the agency field.

Vincent R. Bliss

Mr. Bliss is a former president of Earle Ludgin & Co. He joined Ludgin in 1932, was named exec vp of the agency in 1946, and in 1954 was elected president, when Earle Ludgin moved up to board chairman.

Mr. Bliss left Ludgin in May, 1959, and joined Campbell-Ewald four months later. He divided his time between C-E's Detroit and Chicago offices, with responsibility for expanding the agency's branch office services.

■ A native of Chicago, Mr. Bliss spent 14 years with Albert Pick Barth Cos., rising to advertising and special sales director, before becoming a partner in Taylor, Rogers & Bliss, a marketing consultant and sales promotion company. From there he joined Ludgin.

He has been a national director and central region chairman of the American Assn. of Advertising Agencies, and a director and chairman of the project planning committee of the Advertising Research Foundation.

Activities after retirement will include travel, writing, and studies of natural history, Mr. Bliss said. #

Corporate Planning Group Elects Bandler President

Ned W. Bandler Jr., corporate development manager of Lever Bros. Co., has been elected president of the Assn. for Corporate Growth & Diversification, an organization of business executives devoted to the "informal exchange of non-confidential information and ideas related to corporate growth and diversification." Also elected were John Phillips, American Home Products, vp; Edward Bagley, Cresap, McCormick & Paget, secretary, and Ralph Schwaikert, Bon Ami Co., treasurer.

Named as trustees were Peter Hilton, Kastor, Hilton; Chesley, Clifford & Atherton; Gilbert Miles, Colgate-Palmolive Co.; Warren Dubin, Chesebrough-Pond's; John May, William E. Hill & Co.; M. V. Odquist, General Telephone & Electronics Laboratories; Edward Coale, B. F. Goodrich Co.; Joseph Fredette, American Can Co.; John Mills, American Cyanamid Co., and H. Edward Schollmeyer, Shulton Inc.

Filon Plastics Boosts Two

Filon Plastics Corp., Hawthorne, Cal., has appointed Rene Merlander marketing director and Robert S. Levinson advertising and publicity manager. Mr. Merlander, formerly advertising director, will continue to direct general advertising and promotional programs for the company. Mr. Levinson retains the responsibility as public relations director.

L&N Boosts Carver: Appoints 2

Jack K. Carver, an associate media director of Lennen & Newell, New York, has been named an account executive of the P. Lorillard Co. account. Howard L. Englander, formerly an account executive of Reach, McClinton & Co., has joined Lennen & Newell as an account executive on Colgate-Palmolive. Anita Liptak, previously with *The New Yorker*, has joined L&N's Honolulu office as an account executive. Miss Liptak also has been an account executive with Len Carey Inc. and Boland Associates in Hawaii.

'Look' Names Lawler, Kops

Norman F. (Shad) Lawler, most recently senior vp of Foster & Kleiser, San Francisco division of Metromedia, New York, has been named West Coast advertising manager of *Look*, with San Francisco headquarters, effective Jan. 1. He will be responsible for the magazine's two West Coast offices: Los Angeles, managed by Vern Anderson; and San Francisco, headed by Robert Berian Jones. *Look* also has promoted W. Ronald Kops, with the promotional staff since 1954, to assistant director of sales development, a new post.

Direct Selling Field in '61 Nears $2.5 Billion Mark

National Assn. of Direct Selling Companies, New York, reports that 1961 sales volume "hovered at approximately the $2.5 billion mark, accounting for about 2½% of the retailing dollar."

The association reports its door-to-door and party plan selling afforded earning opportunities to about 1,500,000 men and women in the U.S. last year.

Getting Personal

Charles L. Rumrill, president of Rumrill Co., has been elected president of the Rochester, N. Y., Chamber of Commerce—the first ad man to head the 73-year-old organization . . .

Busy on the speech-making circuit is **Charles Schlaifer**, president of the agency bearing his name, who this year has addressed the Mental Health Assns. of Connecticut, Michigan, California and Florida, to name a few. And this month he was the keynote speaker at the Pennsylvania association's annual meeting. He is a board member of the national group and secretary-treasurer of the Joint Commission on Mental Illness and Health . . .

Another outside job: **Earle J. Gluck**, chairman of the board of WSOC-TV, Charlotte, N.C., is the new president of the Charlotte-Piedmont Better Business Bureau . . .

Teaching a course in advertising copy, layout and production at Texas Christian University's evening college during spring semester will be **Harry Ottman**, vp of Thomas L. Yates Advertising Agency, Fort Worth . . .

Births: It's a fourth child, third daughter, for Marilyn and **Don Jones** of MacManus, John & Adams, Los Angeles. Kathleen Delores was born Dec. 1 . . . Carol and **Tony Busching**, account executive of Batten, Barton, Durstine & Osborn, welcomed their first child, Alissa, on Dec. 13 . . .

AT IT AGAIN—*W. H. Fawcett Jr., president of Fawcett Publications, poses with the big water buck he downed on safari in Mozambique, providing one more trophy for the Fawcett collection—and one more story for True magazine.*

Agatha Weil will become the bride of Laurence J. Aurbach, son of **Lester P. Aurbach**, president of Industrial Publishing Corp., Cleveland, on Dec. 31 . . .

James B. Zabin, president of Loewy Stempel Zabin, will display his "non-objectional" watercolors in a group show at the Ahda Artzt Gallery, New York, Dec. 19-Jan. 4 . . .

Irwin Coplin, ad director of Gimbel Bros., Philadelphia, was married Dec. 17 to Diane Ruth Hirsch of the *Philadelphia Inquirer* . . .

In Pittsburgh, **Jerome R. Reeves**, general manager of KDKA-TV, and **L. R. Rawlins**, general manager of KDKA, both received Golden Quill awards for distinguished achievement in journalism in western Pennsylvania during 1961 . . .

Bob Lurie, account executive of Papert, Koenig, Lois, should be back at work shortly after a hospital "vacation" . . .

Elected: **Grant Williams**, KMOX, St. Louis, has been elected treasurer of the St. Louis Assn. of Manufacturers' Representatives . . . **Thomas B. Adams**, president of Campbell-Ewald, was elected president of Detroit's Recess Club . . .

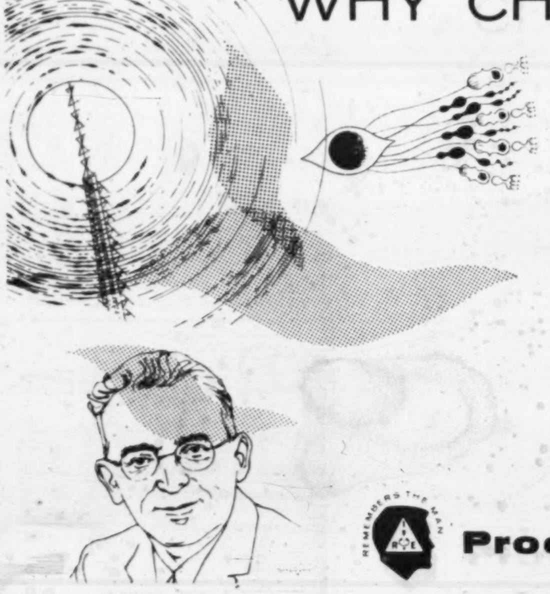
Robert Henry Schmelzer, an executive with Benton & Bowles, New York, is so enthused since his first novel, "Crosswind," was published last month by Viking Press, that he's already blocking out a sequel, according to a page one story in the *Hour*, Norwalk, Conn. Mr. Schmelzer, who uses his first two names as a pseudonym, lives in Norwalk . . .

Appointments: **Frank Wright**, plans board chairman of Cockfield, Brown & Co. Ltd., Montreal, has been awarded the Outstanding Member Award for 1961 of the Industrial Advertisers Assn. of Montreal . . . **David Wermen**, president of Wermen & Schorr Advertising, Philadelphia, has been named chairman of the public relations and publicity committee of the Federation of Jewish Agencies of Greater Philadelphia. He will also serve as a member of the Federation's executive committee . . . **Julian P. Brodie**, vp of Lawrence C. Gumbinner, New York, has been elected president of the Connecticut Symphony Orchestra . . . **James H. Lavenson**, president of Lavenson Bureau of Advertising, Philadelphia, has been elected to the board of directors of Templeton, Damroth Security Managers, which manages four mutual funds . . .

Awardtime: **Clyde Bedell**, author of several textbooks on advertising, has received an award from San Jose State College's school of journalism for "distinguished service" to journalism in the field of advertising . . . Also honored by San Jose State College for distinguished service to American journalism was **Dr. Frank Stanton**, CBS president . . . **William R. McAndrew**, NBC News exec vp, has received the Achievement Award for Communications, presented annually by the Catholic University of America . . .

Weddings-to-be: Among those announcing their engagements recently are Margaret Donahue and David Reydel, son of **William Reydel**, senior vp of Cunningham & Walsh . . . Lynne S. Pollack, daughter of **Joseph Pollack**, president of Cromwell Advertising, and Edward Blate . . . **Joan Williamson**, of *Sports Illustrated*, and **James Miller Jr.**, of Reach, McClinton & Co. . . Linda Uhl, daughter of **Robert Uhl**, BBDO vp, and Scott Gobbi . . . Carolyn Ferrand, daughter of **George Farrand**, treasurer of Young & Rubicam, and Peter Hager . . . Ruth Anne Roney, daughter of **Richard T. Roney**, publisher of *Conover-Mast Purchasing Directory*, and John Nugent . . . Linda Anthony and **Pieter Verbeck**, of McCann-Erickson . . .

Weddings: **Lloyd Gregory**, partner in Gregory-Giezendanner Advertising Agency, married Mrs. Lura Riley Seale, agency bookkeeper . . . **Cary W. Bok**, senior vp of Curtis Publishing Co., married Mrs. Margaret Curtis . . . Jacqueline Anne Mars became the bride of **David Badger**, of N. W. Ayer & Son.


WHY CHASE GHOSTS?

That's exactly what some IRE member-engineers are doing—chasing the ghosts that haunt your TV screen. For years, they've been avidly studying what causes these ghost images, and what to do about them. Their researches have led to quiet but tangible improvements in TV equipment, including antennas, and in your final enjoyment as you watch your home screen.

Last year, outstanding contributions to the theory and technology of antennas were made by Helmut L. Brueckmann, of Fort Monmouth, N. J. The IRE proudly awards him the Harry Diamond Memorial Prize, 1961, saluting him along with countless others who are perfecting the art of radio and television.

The researches and findings of electronics engineers like Mr. Brueckmann are published each month in *Proceedings of the IRE*. Advertise your electronics product in *Proceedings*, and you make your firm a partner in this worthwhile publishing enterprise.

REMEMBERS THE MAN

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36 • MUrray Hill 2-6606

Keep that Schoolboy Complexion!

Why let Advertising "Age" YOU?
Forget nagging worries about deadlines,
reproduction qualities and the like. Relax.
Use the sure-to-please Century services!

You can be certain with
CENTURY
ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

NAB Radio Code Board Keeps Ban on Liquor Ads

WASHINGTON, Dec. 19—The radio code board of the National Assn. of Broadcasters decided last week to stand firm on existing rules limiting commercial time, liquor advertising and "intimately personal problems."

The board rejected suggestions for a relaxation of the code's time standards for advertising copy, standing firm on the maximum of 18 minutes in any single hour or five minutes in any 15-minute segment, provided the weekly average does not exceed 14 minutes per hour.

It also reaffirmed the code's absolute prohibition against hard liquor advertising and pointed out that the provision also applies to the advertising of products and/or services which, while not themselves hard liquor, could in their presentation induce the use of hard liquor.

■ The board also affirmed a code provision which labels as "unacceptable" advertising for such "intimately personal products" as hemorrhoid treatments and feminine hygiene items which might offend and embarrass the listening audience.

Charles M. Stone, director of radio code operations, reported that code membership is up 14% since July 1 to a record high of 1,460 am and fm stations. A new monitoring program shows that on the basis of 397 hours, covering 66 stations in 34 markets, 91.2% of the commercial time was in compliance with the code's time standards. #

Friedlich Names Keefe; Adds 2

Bruce Friedlich & Co., New York, has appointed Bob Keefe, who previously worked on pr projects for Lincoln Center for the Performing Arts, an account supervisor. Friedlich has been named the first agency for First Mortgage Investors, real estate and investment trust. Friedlich also has added the account of Prudential Oil Corp. and Prudential Drilling Fund, New York. Prudential Oil acts as agent for the annual drilling fund, an investment opportunity used particularly by people in higher income tax brackets. The agency, founded 22 months ago, reports billings of more than $1,500,000.

'Life' Revamps Promotion Unit

Life, New York, has reorganized its promotion activities into a single unit headed by Richard E. Coffey, promotion director. The new department will handle general promotion (including circulation promotion), sales promotion and merchandising. William Scherman will be general promotion manager; William Yamaguchi will be sales promotion manager, and Lawrence M. Burnett will be merchandising manager. *Life* also has named Kathy Senior, formerly merchandising editor of *Living for Young Homemakers*, department store merchandising manager, succeeding Colette Morrow, who resigned.

Muller, Jordan Adds One

Becco Chemical division of FMC Corp., New York, has named Muller, Jordan & Herrick, New York, to handle its advertising. Ellington & Co. formerly handled the account. Richard D. Christerson, formerly account manager for the defense electronics division in the ad and sales promotion department of General Electric Co., Schenectady, has joined Muller, Jordan's staff.

GLENBAR
ADVERTISING SERVICE

MOBILE OFFICE—*Glenn Johnson, co-owner of Glenbar Advertising, San Diego agency, bats out some copy in his mobile office.*

Glenbar's Office on Wheels Keeps Copy Rolling Along

SAN DIEGO, Dec. 19—An office on wheels enables Glenbar Advertising Co. here to provide curbside service for retail accounts.

This traveling "ad-o-mobil," as the agency calls it, was started in May, 1960, and has proved a time and money saver for retail copy and layout preparation and service.

Glenn Johnson, co-owner of Glenbar, says the mobile office idea came to him in a dream.

"I dreamed about writing an ad in an automobile on a downtown street," he recalls. "I got to thinking about my dream at breakfast and the more I thought about it, the more practical it seemed to be. I decided to do something about it."

■ Mr. Johnson built his moving office in a Ford Econoline truck.

The office has 47½ sq. ft. of floor space; contains two desks, chair, typewriter, filing cabinet, and racks for mat books. There are also two folding chairs for clients. Vinyl tile is laid over a plywood floor.

The "ad-o-mobil" represents a $3,300 investment, completely furnished, but Mr. Johnson says the idea has more than paid for itself.

"We go right to the client's door," he says. "We make up the ad, get the client's okay and rush it right to the paper. It cuts at least 40% from the time needed to service a retail account. It enables us to serve the account faster and take care of more business."

■ The agency, he says, will add another traveling office next year.

Glenbar does a general agency business, with a department to specialize in retail advertising.

Glenn Johnson and his wife, Barbara Cooper Johnson, are co-owners of the business. R. A. "Red" Hale manages the retail accounts. #

P.O. to Boost Fees for Return of Business Mail

WASHINGTON, Dec. 19—The Post Office Department had more bad news for commercial mailers last week in the form of higher fees for returning non-deliverable second, third and fourth class mail.

Under a regulation which the department proposes to put into effect Jan. 10, the only way for a direct mail advertiser to correct his mailing list will be to pay for the return of undeliverable third or fourth class mail, at a minimum of 8¢, or the going rate, whichever is higher. Currently, mailers can get mailing list correction information for 5¢, on form 3547, which is to be discontinued.

Under the proposal, mailers would no longer be allowed to pledge to pay forwarding postage, and there will be no forwarding of third class mail. Undeliverable mail of no value could be destroyed unless mailers signify "return requested." The returned pieces will be marked to show the new address.

■ The fee for notice of undeliverable second class mail will go from 5¢ to 10¢, while the "return requested" charge for the publication itself will start at 10¢ or the full transient second class rate, whichever is higher.

Notice of the plan has appeared in the federal register, promptly sparking opposition from organized mailing groups which say they need more time to adjust their operations to the new fees. Postal officials were told some mailers who now use "return requested" on bulk mailings may decide to drop the practice in the future as too costly. #

Gift Plan Sets Push Through House Agency

Automated Gift Plan, New York, is spending $150,000 this quarter in 75 business publications and newspapers to promote its gift-selecting services for business men and corporations. President of the company is Harry King, who also heads H. King Services Corp., an advertising consulting company and an accredited advertising agency, which he operated prior to starting Automated Gift Plan last May. Mr. King places his advertising through his former consulting company, which has now become a house agency.

Roberts Co. Boosts Kent

Roberts Co., Sanford, N. C., textile manufacturer, has promoted Selwyn I. Kent, formerly pr and sales promotion manager, to the new title of ad manager, headquartered in New York.

Send in Your Agency Billings Questionnaire? Now Is Time

Questionnaires have been mailed to advertising agencies in the U. S. and abroad, requesting 1961 billings information for ADVERTISING AGE's 18th annual exclusive compilation of agency billings.

Last year billings information was presented on more than 675 agencies, including all agencies billing $5,000,000 or more in 1960.

For inclusion in this important list, agencies must return their questionnaires promptly. A form has been sent to the head of every listed agency. If you have not received yours, write James V. O'Gara, executive editor, ADVERTISING AGE, 630 Third Ave., New York 17, for a duplicate.

'This Week' Names Lenrow Director of Research

Morten M. Lenrow has been appointed director of research for *This Week Magazine*, New York, succeeding Robert Sorensen, who has resigned. Mr. Lenrow formerly was with *The American Weekly* for 10 years, where he was director of marketing and research. Before that, he was director of marketing research of Esquire Inc.

Van Dyck Names Buck, Walker

Van Dyck Corp., Westport, Conn., has appointed William R. Buck manager of marketing services. Mr. Buck was formerly marketing services manager of industrial operations of Raytheon Co. Myles M. Walker, formerly manager of the marketing division of Chapman Valve Mfg. Co., has joined Van Dyck as manager for marketing.

ON AIR... PAGE... SCREEN

Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.

You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo
New York, 107 William St
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

YOUR
CLIENT'S NAME
HERE

talk about TRAFFIC!

Golden Car Key Programs by ALLIED... deliver it!

"completely snowed under"
"used nearly 8,000 keys"
"3,150 keys were cut"
"half million dollars net gain"
"no let-up in keys' popularity"

100 million drivers use their car key daily. Your client's message on a personalized Golden Car Key, cut to fit the car, reaches the target daily — repeatedly — effectively.

Programs ideally suited for:
RETAIL OUTLETS — INDUSTRIAL ACCOUNTS — FINANCIAL INSTITUTIONS — SUPERMARKETS — SALES CAMPAIGNS, ETC.

18 Kt. Gold-Plated. Customer's initial on reverse side.

FULL AGENCY COMMISSION

Write or phone for free sample key (state make & year of car), case histories of traffic-producing promotions & price list.

ALLIED Associates
110 Cummington St. Boston 15, Mass. COngress 2-1240

Now...
TWO SEPARATE NEWSPAPERS
ONE LOW RATE BUYS BOTH

BUY A KING SIZE MARKET!

A Merry Christmas
AND
A colorful New Year
in 1962

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 107,457

EL PASO . . . CAPITAL CITY OF THE FABULOUS SOUTHWEST

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

He Sees No Connection Between Morals and Profit

To the Editor: I cannot agree with Kobak's implication, where he says (AA, Nov. 20), "I think it's as immoral to make too large a profit as it is to make none." Maybe we'd better start with definitions, but in my book morality has nothing whatever to do with profits. Of course, Kobak doesn't say that it does. He implies such a relationship, however, where none exists in fact.

Just how much profit is too much? Who says so—Kefauver? Seems to me if we accept the principle of profits being either moral or immoral, we have taken another long step toward a controlled economy that will, in the long run, eliminate advertising as we know it and with it our very jobs—which depend on free enterprise and a free market more than anything else. So I'm "agin" Kobak's idea, right from the start.

If a man performs a service or provides a commodity at a price that gives him a 1,000% profit, how can anyone say it is immoral? Sure, maybe it's higher than the buyer might wish but in what way is it immoral?—provided the free market is operating, where neither the buyer has to buy nor the seller has to sell. (Granted that there is an element of morality involved where goods or services necessary to sustain life are controlled by monopoly. That's why most utility profits are regulated by law.)

Once we accept the idea of profits being moral or immoral, the next thing is to haggle over the price (which determines profit). Sooner or later, the state decides *who* gets *how much*. From that time on, top talent will desert the industry—and I don't care what field of enterprise we're talking about. The result is mediocrity, controlled mediocrity that must eventually be subsidized because the incentive that once urged men to do their best—the chance to make a fine profit—is now gone.

Few would deny that free enterprise made this country great. Nothing spurs a man on like the chance to make a good profit. With the chance to make a profit goes the risk of loss. The two are so related that if you destroy one, you destroy the other, too. And neither has anything to do with morality, one way or another.

The surest way to destroy what's left of the profit system is to hold that morals are involved, per se. The need for a "moral" profit will lead to controls, controls will lead to mediocrity, and mediocrity will destroy the American business life as we know it—because nobody will put up the risk capital needed for continued growth and expansion.

Profits are no more moral or immoral than the things men do to make them. It's the same as with money. "Love of money is the root of all evil" does *not* mean that money itself is immoral, but rather that money may cause men to do wrong acts in their efforts to get money.

Mr. Kobak, what did you mean?

M. H. Banner,
Biddle Co., Bloomington, Ill.

• • •

Tyler Says He Still Believes in 'Reason Why'

TO THE EDITOR: I AM FORCED TO SPRING TO MY DEFENSE AS RESULT OF WELL INTENTIONED EDITORIAL IN BEHALF MY FLORIDA SPEECH. I DID NOT SAY NOR DO I BELIEVE THAT "REASON WHY" NO LONGER WORKS. I DO BELIEVE THAT LENGTHY DETAILED INVOLVED "REASON WHY" NO LONGER WORKS FOR FAMILIAR PACKAGED ITEMS. I BELIEVE THAT COMPRESSED EXPLOSIVE COMPELLING "REASON WHY" IS STILL ONE OF MOST EFFECTIVE MIRACLE DRUGS A SALES CHART EVER TOOK.

Bill Tyler,
Benton & Bowles, New York.

• • •

Union Label Helps Sell American-Made Shoes

To the Editor: This is your preview of our 1962 calendar. Picture and message make a strong sales argument for American-made shoes marked and identified by the union label.

BOOT & SHOE WORKERS UNION
UNION STAMP
Factory
LOOK FOR THE LABEL

The Boot and Shoe Workers' Union points out to American shoe manufacturers an obvious and simple mechanism with which to fight the harmful effect of foreign shoe imports. Moreover, this method is neither restrictive as legislation would be, discriminatory as anti-foreigner campaigns invariably are, nor costly as most panic inspired remedies prove to be.

A long recognized symbol of superiority in American manufactured goods has been the union label. Hundreds of products have borne these labels for more than 100 years. Each union of American craftsmen has such a label. Union members and their families, by the millions, have accepted the Boot and Shoe Workers' Union label as the hallmark of American union-made shoe quality. This is in addition to the label's guarantee that the shoe is made by shoeworkers fairly paid for their skills and ability.

Thus, there already exists a widespread acceptance of this union's label as a mark of quality. With reasonable effort and ordinary advertising techniques this acceptance could be sold to Americans as a guarantee of American manufacture.

We doubt that any shoe sale ever died because the shoes bore the union label. We know too many shoe sales that have been killed because of the absence of a clear-cut label declaring that shoes were American-made by craftsmen who worked with dignity, skill, and a decent return on their labor.

John E. Mara,
General President, Secretary-Treasurer, Boot & Shoe Workers' Union, Boston.

• • •

Clarification on FTC Order to Regina Corp.

To the Editor: I read with interest your Washington correspondent's front-page coverage of the recent Regina-FTC decision (AA, Dec. 4). While his story is accurate, I would like to call your attention to two points which might be misinterpreted by someone "reading quickly."

First, Regina Corp. is not "responsible for policing list price use by co-op-aided stores." Nor is the company responsible for seeing "that its suggested list prices are not used deceptively by retailers who receive co-op-aided assistance" in promoting Electrikbrooms and twin-brush floor polisher/scrubbers.

Rather, Hearing Examiner Tocker's decision (which upheld the validity of manufacturer's suggested list prices as a means of product identification and information) permits Regina to continue use of suggested list prices provided they are clearly identified as being furnished for purposes of identification and information and *allows the company to continue to contribute to the cost of retailer's ads in which list prices are not deceptively used* (that is, where they are in conformance with the identification-information order and not presented as the usual and customary selling prices). In short, Regina must make clear that retailers *cannot* use suggested list prices for deceptive comparative pricing.

Ours is not to "police" retailer pricing, but rather to pay allowance *only to those retailers who use our suggested list prices as a means of identification and information.* We are not responsible for seeing that our list prices are not deceptively used. That is clearly the responsibility of the retailer. If he should choose to use a deceptive comparative pricing technique in his advertising, we shall, of course, conform to the FTC order and refuse to make co-op allowances.

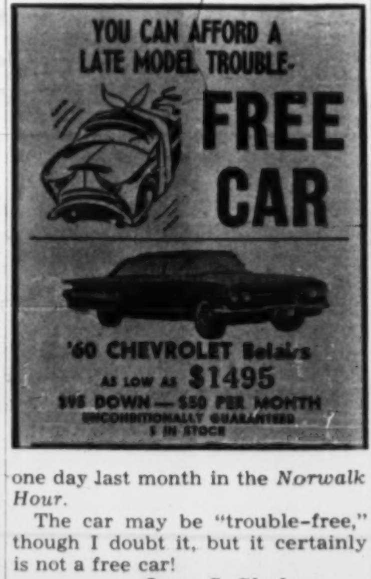
Robert E. Cassatt,
Vice-President-Marketing, Regina Corp., Rahway, N. J.

Mr. Tocker's proposed order requires (1) that Regina specify on its price lists that the list is furnished for purposes of identification only, "and nothing thereon contained shall be regarded or used as an indication that it is the usual and customary retail price"; and (2) that it shall not furnish any benefit or payment to any retailer doing any act "interdicted by the reservation." Informed FTC experts say this puts Regina in a position where it is prohibited from making payments to anyone who uses its suggested price list deceptively. "How they can do this without keeping themselves informed is hard to understand," one expert said. "They can interpret it as they please. But if the order becomes final, they should keep in mind that the penalty for misinterpreting the order could amount to as much as $5,000 per day."

• • •

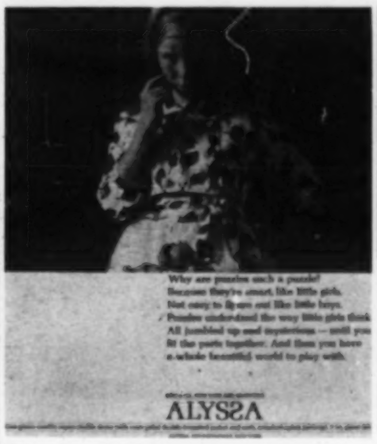
Just a Little Trouble

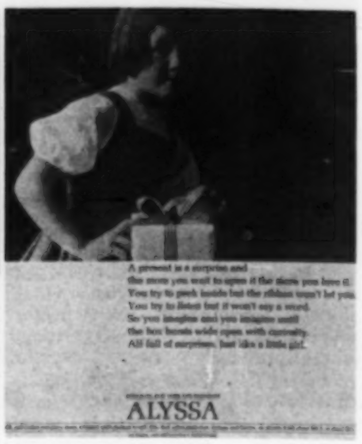
To the Editor: Here's another example of the kind of "advertising we can do without" type which you have thoughtfully been publishing from time to time in your letters column. This appeared one day last month in the *Norwalk Hour*.



The car may be "trouble-free," though I doubt it, but it certainly is not a free car!

Oscar S. Glasberg,
Publisher, *Glass Digest*, New York.





Reversed S in Alyssa Ad Continued Puzzle Theme

To the Editor: If Irving Serwer Advertising designed these Alyssa ads (AA, Nov. 20) to project the Alyssa name (as they state), they certainly have gone about it in an unorthodox way.

It seems to me that printing the logo with a reverse S in one ad and then with a normal S in the second doesn't make for "development and follow through of the campaign."

I'd like to know the real story behind this switch. It couldn't possibly have been just a "mistake."

Charles F. Miller,
Art Director, Robert Otto & Co., New York.

The reversed S was used in one ad only—an ad showing a child deliberating over a Japanese puzzle—and was used intentionally to carry the puzzle theme throughout the entire ad, even the logo. The copy talks about puzzles being "all jumbled up and mysterious—until you fit the parts together," so the agency twisted the logo around to "give the reader a little puzzle of her own."

High School Student Rises to Defense of Advertising

To the Editor: Edmund Burke, who spoke out for American colonists' rights in Parliament, once noted that people often bite the hand that feeds them. In recent months advertising has come under attack, for what some call a force which, if not stopped, will destroy Western civilization. We have also heard statements claiming that advertising is the force which has contributed most to civilization's growth. It is my contention that advertising is simply a vital force or essential ingredient in our free and expanding economy.

Mass production, another important factor in the private enterprise system, is dependent on advertising to create a market large enough to employ the use of same. Mass production has given the consumer better made products at lower costs, and yet given to the worker more money for less work.

Advertising, in response to the consumers' needs, has stimulated industry to create new products, improve on older ones, and bringing the public a reduction in price. This in turn leads to increased efficiency, lower costs for the consumer, and a higher living standard for all.

Competition is then dependent on advertising, and advertising on competition. Restrict advertising, as many have suggested, and you restrict competition. Eliminate advertising and you eliminate competition. With the destruction of advertising, and therefore, the destruction of competition, the collapse of the foundations of the American economy will result.

A good example of what concerns us here is recorded in English history. In 1712 the English government began a tax on all advertisements. Although the tax was repealed in 1853, it was time enough to establish the U. S. as leader in the advertising field. This leadership opened new doors, pathways, and worlds, which aided America, in less than a century, to assume leadership of the Western World.

The race between the Communist system and the Free Enterprise system is more than one of economies; it is a race between slavery and freedom. I'm not afraid of the Communism succeeding when its people are starving, as is the case in Red China. I am afraid, however, of people, who, in their fear of Communism, destroy the basic foundations on which the American economy was built. This is not to say that advertising is the hand that feeds our economy, but rather one of its fingers.

Steve Chason,
George A. Dondero High School, Royal Oak, Mich.

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He Has 'Bellyful' of Experts' Dicta on Advertising

To the Editor: Since ADVERTISING AGE is a publication written by and for the advertising profession, perhaps I will find solace in directing these few lines your way.

Innumerable magazines, enough to start a library, pass over my desk monthly. Quite naturally, I attempt to read most of the articles on any phase of advertising. Recently, my interest in these articles has been lagging, and for good reason.

Admittedly, there is a jigger-full of useful information in these thousands of words, but I have decided much of it is worthless. The "experts" have been rattling their studies and surveys. I doubt that a small agency rep can get a word in, but that's the purpose of this letter, and to hell with the experts.

I enjoy reading good advertising articles, especially when it is evident by the depth of the author's words that he has an understanding of advertising at the consumer level, where it counts. Regardless of the author, however, I believe everything should be weighed carefully and tucked away for future reference or comparison. I absolutely do not believe that anything the "experts" say should be jotted down as a fast, hard rule. Their opinions are not mysterious, secret formulas for successful campaigns, copy or layouts.

Supported by surveys, research, special studies, etc., one "expert" contradicts another on the same subject. They have accomplished one thing: Mass confusion. Why? Because too many in the advertising field try desperately to follow every word they utter, obey every suggestion, put everything they say into use. These advertising men are jumping from one side of the fence to the other, and we all know that will get you one thing: splinters in your blue jeans.

The cardinal rules seem to be old fashioned. You don't hear much about legibility, honesty, credibility, etc. We're faced with a maze of "do's and don'ts" that leave you in a state of confusion if you attempt to follow them. It's bad for agency and client when originality, creativity and plain old common horse sense are tossed aside in favor of some of these dazzling revelations we read almost daily.

I've had a bellyful of studies, reports, and the like. With all the different opinions, each attested to be the gospel, the only thing being proved is that there's more than one way to skin a cat. Being optimistic, I must agree with this. The problem is that amidst all the confusion caused by the "experts," it's very often the client that gets skinned, and advertising that gets buried a little deeper under a layer of oats that passed through the horse a couple of days ago.

It's time we cleaned the barn.

E. D. Cummings,
Chesapeake Advertising, Norfolk, Va.

• • •

He Says WUPY Was First With 24-Hour Stereo Airings

To the Editor: It was with great interest that we noted the article on Station WTFM in your Dec. 4 issue, Page 79.

Unfortunately, there is one error in the story which, for the record, should be corrected. WTFM is not the first fm station to broadcast stereophonically 24 hours a day. That honor is held by station WUPY in Boston.

WUPY's format is unique in another way, too. It is one of the rapidly increasing number of fine fm stations that program nothing but modern jazz.

WUPY has the first RCA Stereo Matrix unit and has been broadcasting 24 hours a day, in stereo, since June 1, 1961.

Robert E. Richer,
Robert Richer Representatives, New York.

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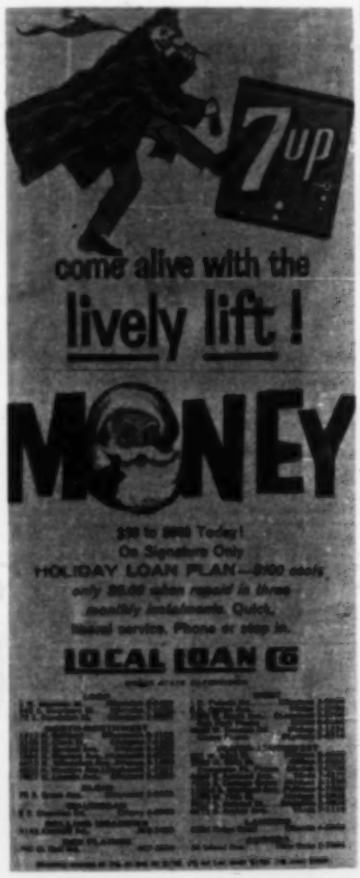
The Loan with a Lift

To the Editor: Finally . . . a loan company advertisement with a *lively lift*. Just one question, how far can you go with co-op?



A perfect follow-up would be . . . "Put a Burp in Your Money Belt!"

Ray Rex,
Advertising Manager, Franks Department Store, Chicago.

• • •

Plaudits for Strouse on 'Neo-Fabian' Critics Speech

To the Editor: Plaudits to Norman H. Strouse of J. Walter Thompson for the intestinal fortitude exhibited in his very acute and penetrating analysis of the "neo-Fabian" ad critics in his recent speech to the San Francisco Advertising Club.

His charges should be examined carefully and objectively by those interested in the future of the advertising profession and in American freedoms.

Worry not so much about what the theorists of the "New Frontier" say, but watch very carefully what they do.

B. C. Kee,
Southwestern Bell Telephone Co., Houston.

• • •

Erickson Made Sure of Return Before Investing

To the Editor: I'm a bit late catching up with Jack McCarthy's story on the late and much revered Alfred W. Erickson in your Nov. 27 issue. Nevertheless, I think you might like to have some of my observations on this great man.

First of all, let me say that I learned more from Eric than from any other man about how to do business at a profit. I vividly recall one experience which might help portray Eric's uncanny ability to make dollars jump.

Almost daily, it seemed, Eric was hounded by people with new ideas, new devices and products for which they solicited his financial aid. When they were related to advertising, merchandising or promotion, Eric would always call on me to sit down with him in the conference room with the promoter. Well do I recall one occasion when a very important man who was an old friend of Eric's and who was a former vp of a very large bank and later president of an international company in which Eric was interested came in.

After listening to this gentleman's story about a new advertising device, Eric looked him in the eye and asked in a kindly way, "Jack, how much money will you make on this the first year?" In amazement, Jack replied, "The first year, Eric, are you crazy?" Eric just smiled and said, "Jack, I've made a good deal of money in my day, but I have never put a cent into a new or untried thing unless I felt sure I'd get a 100% return on my investment in the first year." That ended that conference.

And speaking about office hours from 9 to 5, Eric seldom arrived at the office later than 8.30, and if he met you in the lobby at that time (an ungodly hour in an ad agency), he handed you a Corona cigar. I know because I got plenty of them and never liked the darn things.

A truly great man was Eric. Kudos to Jack McCarthy for his fine story.

William Bolton,
William Bolton Associates, Philadelphia.

• • •

Whisky Is Drunk with More Ease Than It's Spelt

To the Editor: Some months ago there was an extended exchange of correspondence in your columns about the spelling of the word 'whisky.' This brought to mind the letters I swapped with a man named (not improbably) Michael O'Reilly, of the Whiskey Distillers of Ireland, Dublin, back in 1959. I started hunting for these letters, and finally found them yesterday. With apologies for the delay, I send you his definitive comments:

"*Whiskey vs. Whisky*. The word is an Anglicanization of the Irish 'uisge beatha' (water of life). We invented the stuff, you know. For generations it has been spelt in English in the varying forms and while most Irish distillers spell it with the 'e.' Cork Distilling Co., maker of Paddy, have always, and still do, spell it without the 'e.'

"At the end of last year there was quite a correspondence in the *Irish Times*, a Dublin daily paper, as to which was correct. Who is to be the arbiter? The main thing is to have it to drink. You may be interested to know that the House of Commons select committee on spirits (1891) and the report of the Royal Commission on Whiskey (1909) used the 'e'."

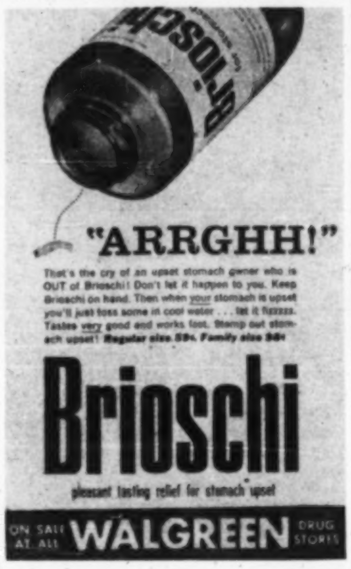
Net conclusion: Mr. O'Reilly implies that proper English usage is with the "e" (as in America: surprise!), and that the Scotch can't spell. Any comment on this from the dour Scots?

Albert Stridsberg,
Amsterdam, Nederland.

• • •

Ad Needs Deworming

To the Editor: "Arrghh!" is right. And if I were a Brioschi buff who up-ended a jar to be greeted by what appears to be a garden-variety grub worm, I might even indulge in somewhat more explicit language.


"ARRGHH!"
That's the cry of an upset stomach owner who is OUT of Brioschi! Don't let it happen to you. Keep Brioschi on hand. Then when your stomach is upset you'll just toss some in cool water . . . let it fizzzzz. Tastes very good and works fast. Stomp out stomach upset!
Brioschi
pleasant tasting relief for stomach upset
ON SALE AT ALL WALGREEN DRUG STORES

Is it possible that the people who cater to "upset stomach owners" are trying to create new markets with ads like this?

Jack Fairlie,
Chicago.

• • •

Larrabee Feels BBBs Have Policed Ads More Than FTC

To the Editor: One of the most frustrating phases of attacks on advertising people is the inability of the attackers to remember that the Better Business Bureaus were founded by advertising people and are supported by the business community. It's a good thing to have the advertising press remind people of this frequently, as you did in your editorial, "Affirmative Action Could Help" (AA, Nov. 27).

My feeling is that over the years the Better Business Bureaus have done a lot more in protecting the public against advertising shysters than the Federal Trade Commission.

The accomplishment of the bureaus has always seemed the most effective answer to those who weakly despair of any results from the kind of affirmative action that you advocate in the editorial.

C. B. Larrabee,
Director of Publications, ACS Applied Publications, Washington.

• • •

Kaatz Offers Texts of His Anti-Licensing Letters

To the Editor: Due to the wide interest which reader Powers believes has been aroused by the proposal to license counselors in advertising (AA, Oct. 30), it has been decided by this body to make copies of Van Kaatz' letters counter to this proposal available on request.

We feel it is a service to the advertising community to provide requesters with the unexpurgated texts of Mr. Kaatz' letters (including those which never appeared in national or local magazines), permitting them to view the other side of the coin before choosing. All requests addressed to An Advertising Writer at 153 S. Wetherly Drive, Los Angeles 48, Cal., will be filled promptly.

Van Kaatz,
Van Kaatz Advertising, Los Angeles.

• • •

Hayden Offers ABC Magazines Renewal Rate Compilation

To the Editor: Attached is a compilation of renewal rates for ABC magazines. Our mailing of this piece created so much interest, we thought you might want to offer it to your readers . . . at no charge, of course. Requests to Hayden Publishing Co. [850 Third Ave., New York 22] will be filled promptly.

These renewal figures are taken from June, 1961, ABC circulation statements. The Audit Bureau of Circulations is well aware of the importance of renewal rates and therefore includes them in their audit.

Renewal rates are important because they reflect reader interest in a magazine. When his subscription expires, does the reader renew? If he wants to keep getting the magazine, he obviously must read it. If he reads it, he's able to act on an advertiser's message. Naturally, advertisers will be interested in noting the renewal rates of magazines on their advertising schedules. . .

Nat Waterston,
Promotion Manager, *Electronic Design*, New York.

• • •

Institutional Coffee Ads Don't Sell Him Coffee

To the Editor: In the Dec. 4 issue, "The Creative Man's Corner" criticized the advertisement produced by the Pan-American Coffee Bureau. However, I feel you should have gone one step further. Last evening, on television, there was a commercial placed by the Colombian (Coffee Bureau?). It explained carefully that the beans are protected from the sun by shade trees which permit them to mature slowly and provide, ultimately, a rich taste. Apparently Pan-Am, as well as Colombian (if they are different bureaus) are missing the boat somewhere along the line. My wife, after seeing the commercial, looked at me. I looked at her. And we said, in unison, "So what?" We can't buy Colombian coffee, per se. Nor can we buy Pan-Am. Sure, we want flavor and "comfort in your cup," whatever that means. But do we get it in Maxwell-House? How about Chock-Full-O-Nuts? Or Sanka? We don't know! You could tell us that the beans in Maxwell-House are being grown in Kentucky . . . in greenhouses!

I would imagine, however, that Maxwell-House is either Pan-Am or Colombian, so why not sell this fact through the institutional commercials? Or simply say on the Maxwell-House label that "this is a ——————coffee." In this way, the institutional advertising of the bureaus will not go down the drain as it is now doing. Pass the cream, please.

Martin E. Nusskern,
Account Executive, Griswold-Eshleman, Cleveland.

• • •

Proposes 'Over 40' Club to Oppose Displeasing Ads

To the Editor: Your coverage of Ortho Pharmaceutical's dropping its "family planning" consumer campaign [AA, Nov. 27] was quite interesting, but might have emphasized more the overwhelming reaction of "over 40" letters which, with a single editorial, apparently brought on the move.

Rather than ignore the lesson here, I would like to propose the formation of a "Committee of Over 40"—41 will do for the present—to take exception to those ads which give us displeasure.

Those interested in becoming charter members of the committee should write me at once, giving evidence of their ability to judge advertisements according to these criteria:

1. **Religion.** Obviously, those ads not in keeping with our personal beliefs must go.

2. **Good Taste.** Those ads which, in the words of the editors of *America*, "indicate a lowering of standards of the magazines which have accepted them," would be equally anathema. The standards of good taste will of course be set by our committee.

Let us rally at once around the committee's proposed motto: "Advertising We *Will* Do Without."

Frank Scalpone,
Fond du Lac, Wis.

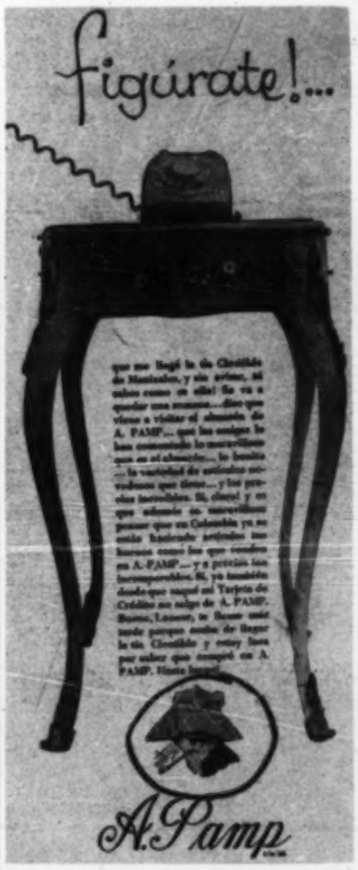
• • •

Ohrbach's 'Fuming Feline' Shows Up in Bogota

To the Editor: The other day while checking my company's Latin American advertising in a Colombian newspaper, I came across this ad for A. Pamp & Co. Ltd., a department store in Bogotá.

I was very much surprised to find at the bottom of the ad, the now famous "Fuming Feline with Fancy Fedora" which was used by Ohrbach's in their advertising a few seasons back. (The "Fuming Feline" bit is my own title.)

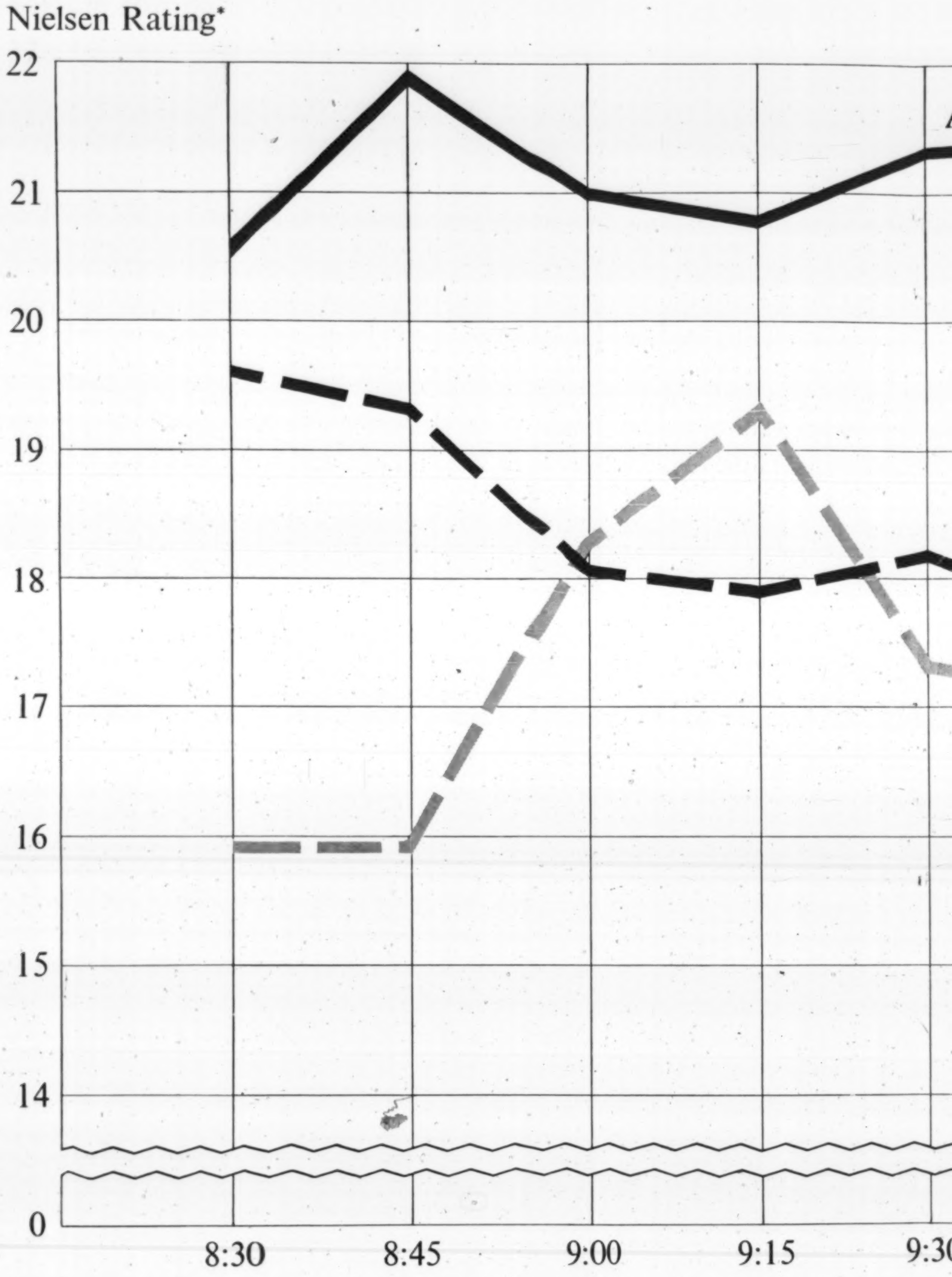
I might add that the "cat" illustration marries very well with the excellent copy which precedes it—a typical telephone conversation between two females and a discussion of aunt Cleotilde's visit to A. Pamp "where you find those darling knicknacks at unheard of prices."



It goes to show that a good idea has universal appeal in advertising or in any other field, and that it will endure as long as someone finds a practical application for it.

Of course, some enthusiastic art director in Bogotá should have given credit where it was due, but his "adoption" was done in an artful manner, and only incidental to his main illustration and copy. I would rather see a faithful reproduction of a masterpiece than the butchered and ineffectual adaptation of a work of art.

Gustavo J. Ramos,
National Technical Schools, Los Angeles.



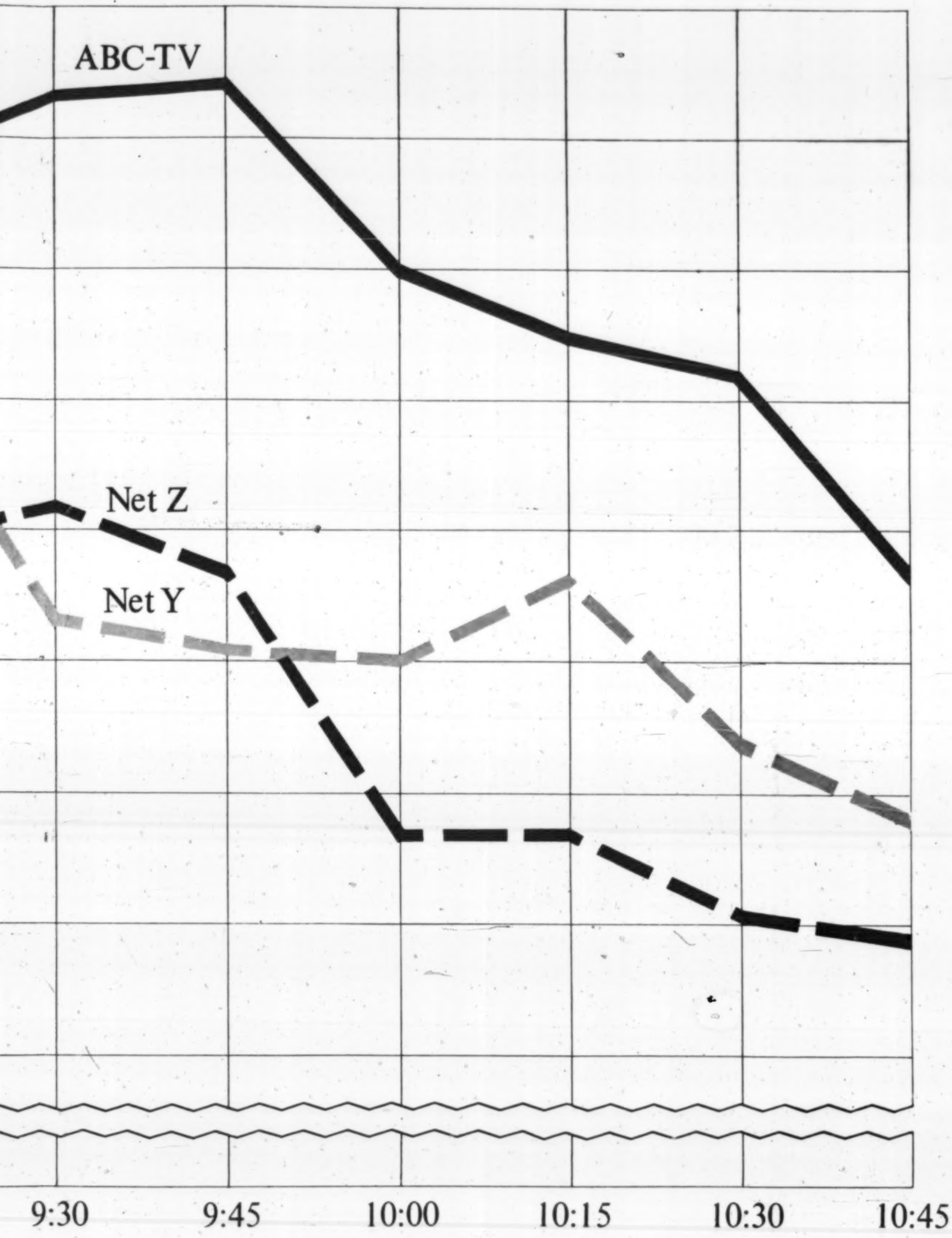
Take you

Study the numbers. Follow the lines to their inevitable conclusion. The #1 network as rated

a
1

*Source: Nielsen 24 Market TV Report, Average

A



our time.

any and every quarter-hour between 8:30 PM &
11 PM, as averaged Monday thru Friday, is **ABC-TV***

Audience, week ending December 3, 1961.

31 DINNERS TO PAMPER YOUR POCKETBOOK
Let fashion guide your sewing for spring
OUR NEWEST MODEL KITCHEN
Everywoman's Family Circle
10¢
WHAT A TOUCH OF COLOR CAN DO FOR YOUR ROOM'S
Sunny-bright fruit desserts

HOORAY FOR HOME MAKERS

1961 CIRCULATION:*
6,150,000
782,000 MORE
THAN 1960

1961
AD REVENUE:
$13,900,000
$1,200,000 MORE
THAN 1960

Family Circle circulation keeps surging upward. How come? Our new editorial program has homemakers cheering because it's all for them. Family Circle goes all out for service. And homemakers — bless them — have broadcast the news to their friends and neighbors. Without any circulation drives, Family Circle has broken all records for single-copy sales.

Because this magazine gets such rousing response from homemakers, it's easy to understand why advertisers are budgeting more money for Family Circle. The momentum continues into 1962, as space contracts come in from old advertisers and new. How about you? Do you have a product or service for homemakers? Then make Family Circle part of your sales team for '62.

*12-month average, Publisher's estimate

Everywoman's Family Circle

For homemakers only • Your basic medium for 1962

Advertising Age

Feature Section

Chrysler Ad Leaves Much to be Desired

New Year Resolution for Weiss Critics

Butler Surveys Unusual Type Faces

Give Employes Preview of Ads

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Is Advertising Drowning Out Educator's Voice? . . . .

Reviewing Reeves' Book, Hayakawa Defines Fears of Teachers, Eggheads About Advertising

S. I. Hayakawa

S. I. Hayakawa, teacher and noted authority on semantics, has reviewed Rosser Reeves' book, "Reality in Advertising," in the latest issue of the quarterly, "Etc.," of which Mr. Hayakawa is editor. In his review, reproduced here, Mr. Hayakawa says very clearly what he likes about the book, picks apart Mr. Reeves' "deceptive differential," and then goes on to say what intellectuals and teachers are prepared to accept in advertising and what it is about advertising that worries them. After seeing the review, Mr. Reeves defended his ideas against Mr. Hayakawa's criticism in a letter to a friend, William H. Schneider, former exec vp of Donahue & Coe. The letter is reproduced on the next page.

Rosser Reeves

By S. I. Hayakawa

Professor of Language Arts, San Francisco State College, San Francisco

"Reality in Advertising," by Rosser Reeves. New York: Knopf, 1961. 154 pp. $3.95.

Rosser Reeves, who is chairman of the board of Ted Bates & Co. (a notoriously aggressive New York advertising agency), goes on the traditional assumption that advertising is "salesmanship in print." With this assumption, he takes the wind out of the sails of many pretentious campaigns and delusions of grandeur in the advertising profession. Concerned with "penetration" (what people remember of a campaign) and with "usage pull" (the degree to which people have demonstrably been influenced by it) as revealed through customer research, Mr. Reeves will undoubtedly persuade many readers of the vanity of succumbing to whims and private notions in the planning of advertising campaigns. (And perhaps, too, of the vanity of retaining any agency other than Ted Bates & Co.)

The purpose of advertising is to sell. But other motives get involved, so that often the primary purpose is forgotten. Reeves tells the story of an advertising magazine that "asked the creative people of twenty-five top agencies to pick the three worst tv commercials of the past several years. These men and women picked (out of three) two of the most dramatically successful commercials of the past twenty years. One had introduced a new product, and in just 18 months had swept aside all competition . . . The second commercial, in another field, had done almost the same thing." Reeves deplores the way in which creative people, obsessed with artistic originality, lose sight of the basic aim of advertising.

The results of this "three worst commercials" contest point up, it seems to me, an inescapable dilemma of the advertising profession—one that Reeves does not discuss. Are not many many good advertising artists people who started out to be Winslow Homers, Cézannes, Van Goghs? Is not many a good copywriter someone who once aspired to be a poet or a novelist? Don't many creative people harbor a hope that some day they will be able to get out of advertising, so that they may dedicate themselves to art, freed from commercial responsibilities? Inevitably, many of them remain artists at heart rather than "salesmen in print"—or, if not artists, at least strond advocates of good taste. Hence their condemnation of campaigns which, though successful in selling, are in bad taste.

It may be unrealistic of these creative people to remain advocates of good taste while staying in advertising, as Reeves charges. But wouldn't it be a disaster for the profession if they stopped, and became salesmen pure and simple? Of course an abstract painting by William Baziotes is almost hopelessly uncommunicative; but perhaps the occasional chance to put something like this into their ads helps to reconcile them to their profession. Reeves worries in this book only about the way in which this artist-or-salesman ambivalence results in a waste of the client's money. I would have liked to see him worry a little about its effect on the artist and writer. Furthermore, to come back to the author's own frame of reference, is it not true that, while the immediate impact on sales of the "advanced" and "experimental" campaigns may be small or negligible, they are extremely influential in bringing about those changes in public taste which, in the long run, are "good for business?"

Reeves' Choices of Top Ads Reflect False Claims, Hucksterism He Decries

At the heart of the book, however, there is a serious logical contradiction. In his chapter on the "deceptive differential," Reeves writes that, "A campaign which stresses a miniscule difference, which the consumer cannot observe, in actual practice, also accelerates the destruction of the product. Such a campaign again increases the frequence with which the consumer observes the absence of the claim" (p. 61). "This is idea bankruptcy, leading to distortion, exaggeration, fake claims, and hucksterism that have given all advertising a bad name" (p. 60). Against this deceptive differential stand, the author says, "180,000,000 consumers who can and do police it right at the check-out counter" (p. 61). From the author's mention of specific products as well as from his hypothetical example of the new breakfast food (p. 147), it is clear that he wishes to distinguish between a *genuine* differential (a differential that is truly advantageous to the consumer) and a *deceptive* differential (a difference, or an imaginary difference, that is *said* to be advantageous to the consumer, but is not).

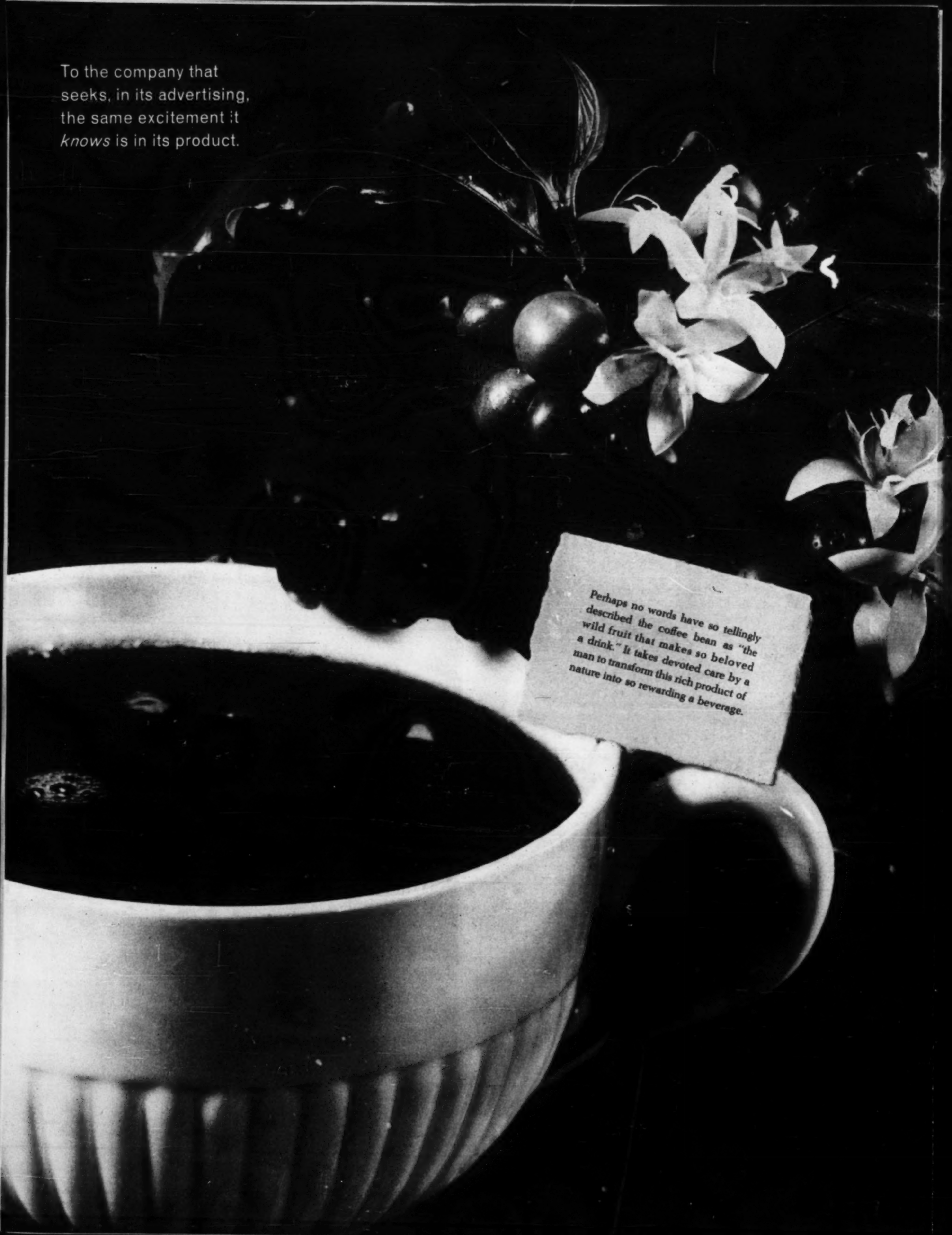
Nevertheless, Reeves cites with vast admiration, as models for other advertising men to emulate, phenomenally successful campaigns employing what are clearly "deceptive differentials" *according to his own definition—and admission!* Here are his examples of "great" campaigns, along with his own comment on their "truth": "OUR BOTTLES ARE WASHED WITH LIVE STEAM" ("His client protested that every other brewery did the same"); "IT'S TOASTED" ("So, indeed, is every other cigarette"); "GETS RID OF FILM ON TEETH" ("So, indeed, does every other toothpaste"); "STOPS HALITOSIS" ("Dozens of other mouthwashes stop halitosis"); "STOPS B.O." ("All soaps stop body odor") (pp. 55-57).

Where does this leave the author's assertion that "the better product, advertised equally, will win in the long run"? His own evidence indicates an entirely different conclusion, namely, that, given a number of similar products, the one that is advertised with the most ingeniously contrived *deceptive* differential will clobber all others in the marketplace. And the 180,000,000 consumers policing this operation at the check-out counter do nothing of the kind, because enough of them are led to believe that the bottles of one brewery are "washed with live steam," *and that others' bottles are not.* (This is known in the industry as "truth in advertising.") I am reminded of the famous lines from William Blake:

> A truth that's told with bad intent
> Beats all the lies you can invent.

■ Other parts of Reeves' evidence show clearly that a genuine product differential will also succeed in the marketplace, and that it is one of the functions of advertising to call attention to improved and new products. But he might have added that the frequency of occurrence of deceptive differentials induces widespread scepticism as to the genuineness of genuine differentials.

The author disapproves of the "distortion, exaggeration, fake claims, and hucksterism that have given all advertising a bad name." But almost all the examples he cites of excellence or "reality" in advertising are also perfect instances of the very "distortion, exaggeration, fake claims, and hucksterism" that he deplores. In other words, his long immersion in the world of competitive consumer advertising has apparently so atrophied his moral sense that he is no longer able to



To the company that
seeks, in its advertising,
the same excitement it
knows is in its product.

Perhaps no words have so tellingly described the coffee bean as "the wild fruit that makes so beloved a drink." It takes devoted care by a man to transform this rich product of nature into so rewarding a beverage.

The product: COFFEE
The search: EXCITEMENT

There is a "romance" about coffee that extends into the very doings of the men who ready the beans for your cup. It lies in the pondering of the blenders who delicately sniff and stir and sip at the cupping tables. You recognize it in the exactness of those who time the roast, who nurture the blend tossing gently in the roasting cylinders to a nut-tawny mellowness. In the cooling, the grinding, the swift packing that preserves coffee's volatile richness, you realize how right these men seek to be.

This is the romance we see in the making of this superlative product. We see it firsthand, we have studied it intimately. From it has come the stimulation to uncover the true excitement in this coffee and communicate it through advertising.

Somewhere, in all products of merit, there exists the element of excitement that can move people to action. This is the gold we seek—this extra virtue that creates extra value in the mind of the consumer. This is the product drama that we work to clothe in words and pictures of true distinction.

It is this target—the arresting communication of a product's true excitement—that we set our sights upon in creating advertising. To this end, we devote the finest organization of talents, services and facilities in an advertising agency today. *We welcome the company that seeks, in its advertising, the same excitement it knows is in its product.*

J. Walter Thompson Company

420 LEXINGTON AVENUE, NEW YORK 17, N. Y. Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Pittsburgh, Montreal, Toronto, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Recife, Belo Horizonte, Santiago (Chile), Lima, London, Paris, Antwerp, Amsterdam, Frankfurt, Milan, Vienna, Johannesburg, Cape Town, Durban, Port Elizabeth, Salisbury (Southern Rhodesia), Bombay, Calcutta, New Delhi, Madras, Karachi, Colombo (Ceylon), Sydney, Melbourne, Tokyo, Osaka, Manila

Our coffee client is
Standard Brands Incorporated, makers
of Chase & Sanborn coffees.

perceive what is deceptive in a deceptive claim ("WASHED WITH LIVE STEAM") I suppose that this moral anesthesia eventually overtakes many people in the huckstering game, but I have rarely seen it documented so conclusively as in the kinds of advertising the author most admires (and presumably practices).

Advertising vs. Proper Evaluation

Reeves' attacks upon the critics of advertising and his airy dismissal of the "Madison Avenue myth" will persuade only those who are already on his side. The author both overstates the position of the critics of advertising and overstates the defense. For instance, no one attacking the "artificially stimulated wants" created by advertising is recommending a "return to the cave and a hunk of meat." No one attacking the planned obsolescence, the deceptive differentials and wastefulness of, for example. American automobiles, is suggesting that we go back to walking. (Indeed, people in the advertising profession were themselves, in their own consumer choices, in the vanguard of the revolt against American cars and the fad for foreign cars from 1956 onward.) I think it is widely recognized, even among eggheads, that advertising is a necessary handmaiden to an economy of mass production and abundance. (See in this connection the excellent chapters on advertising by Professor David Potter in his *People of Plenty.)* I myself have long argued that advertising would be just as necessary in a socialist as in a capitalist economy, if abundance of consumer goods were achieved.

Furthermore, Reeves, in defending advertising, does not take sufficiently into account the reasons for the criticisms. I am a teacher, and therefore like the advertiser I am professionally engaged in communication. We teachers feel that the communications of our profession are of utmost importance to the young and to the future of society—communications about history and our cultural heritage, science, law, politics, literature and art. The communications of the advertising profession, on the other hand—especially those of the five-million-dollar-a-year campaign kind which urge us to switch from Kents to Luckies or vice versa—are not of compelling importance to the future of civilization or mankind.

Our job as teachers is to inculcate habits of rational choice and decision. The advertising profession, however; with all the technical resources of art, expert copy color printing, radio, and television at its command, spends most of its efforts in the encouragement of irrational and impulsive choice. ("TASTE PALL MALL . . . SO GOOD! GOOD! GOOD!"). When my colleague, the teacher of home economics, says, "Buy wisely," she means thoughtful purchasing in the light of one's real needs and accurate information about the product; when advertisers say, "Buy wisely," they mean, "Buy our brand, regardless of your special situation or special needs, because DUZ DOES EVERYTHING!!" (And when home economists urge government grade-labeling to encourage rational choice, industry and the advertising profession cry, "Socialism!")

The teacher's job is to encourage intellectual and moral self-discipline; the job of the advertiser of consumer goods is to encourage self-indulgence, even at the cost of life-long bondage to finance companies.

Advertising Holds All Trump Cards: Money, Control of Media, Talent

Now, if teachers (or preachers) had their way entirely, the effects on business would no doubt be disastrous. But there is no such danger. What we are confronted with in the U.S. is disaster in the opposite direction—the drowning out of all serious messages from the educator, the clergyman, the artist, the scientist by the louder, more numerous, and more pervasive messages of the advertiser ("IT'S WHAT'S UP FRONT THAT COUNTS!"). To us in the teaching profession, it often seems as if the advertiser holds all the trump cards: Control of the networks, economic subsidy of all the mass circulation newspapers and magazines, command of most of the artistic, photographic, writing, and printing talent in the country. Hence, every evening our students' homework must compete with dazzling, expensively-produced television shows. Young men and women, made ashamed by advertisers of their 1955 Plymouths, cut short their education in favor of immediate consumer satisfactions.

■ So basically the advertising profession and we in the teaching profession are at odds with each other, and academic critics of advertising need not be, as Reeves seems to believe, crackpots, visionaries, or opponents of human liberty in order to be sharply critical of many of the practices of consumer advertising. We are simply people with a job to do—a job that is made many times more difficult because of the skill and resources available to people like Mr. Reeves and his colleagues in his profession. (I wonder if he knows what kind of pauper's budgets we

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'Rather Whopping' . . .

Hayakawa 'Assumed Premise': Reeves

The following letter from Rosser Reeves, defending his ideas against Mr. Hayakawa's criticism, was addressed to a friend, William H. Schneider, former exec vp of Donahue & Coe.

Dear Bill:

I have read Mr. Hayakawa's review of "Reality in Advertising" with great care. I am a great admirer of Mr. Hayakawa, and anything that he writes will always get the closest scrutiny from me.

I do not wish to comment on his opening thesis:

> "I would like to see him (Reeves) worry a little about its (Reeves' philosophy's) effect on the artist and writer."

If these artists and writers wish to be Winslow Homers or Cezannes or Van Goghs, I think such ambitions are very much their own personal problem. However, if they wish to go into the *functional* creation of advertisements—*or* the designing of tractors, or even the design of more efficient plumbing—they create a dichotomy which can, I fear, only be solved by themselves.

■ On Page 3, Mr. Hayakawa asks:

> "Is it not true that, while the immediate impact on sales of the 'advanced' and 'experimental' campaigns may be small or negligible, they are extremely influential in bringing about those changes in public taste which, in the long run, are 'good for business'?"

This leads me to believe, as Mr. Hayakawa himself says, that a world controlled by teachers (or as Plato put it, the "philosopher kings") might indeed be something of a mess. Can you visualize this argument being put forward to a desperate industrialist who is watching another industrialist absolutely *murder* his sales through the use of reality techniques?

However, Bill, these are side issues. The heart of Mr. Hayakawa's review is a contention that there is a *serious logical* contradiction in "Reality in Advertising."

> **1.** "Reality in Advertising" discusses and warns against the "deceptive differential"—i.e., campaigns which stress a minuscule difference which the consumer cannot observe in actual practice. It brands these as "fake," "distorted," "exaggerated."
>
> **2.** "Reality in Advertising" also discusses certain campaigns which feature claims that are *equally true of other products*, such as "OUR BOTTLES ARE WASHED WITH LIVE STEAM" . . . "IT'S TOASTED" . . . "STOPS HALITOSIS" . . . "STOPS B.O." . . . "GETS RID OF FILM ON TEETH."

Product Features Pushed in Ads Need Not Be Exclusive

It is Mr. Hayakawa's contention that this latter type of campaign is just as guilty of distortion, exaggeration and fake claims as the first.

If he is wrong in this, then he has no real key point in this manuscript. May I comment?

If a manufacturer's bottles *are* washed with live steam, and this is important to the public, why should not the manufacturer so state in his advertisement? If a manufacturer heat treats his tobacco so that harsh irritants are removed (which is true, and important to any smoker), why should he not advertise this fact? If a manufacturer has a mouthwash which stops bad breath, why should he not proclaim it—even if his competitors do not do so?

Does the fact that some competing product may also have these same qualities, in itself, make these claims *"minuscule," or "deceptive,"* or *"exaggerated,"* or *"fake claims"*?

I do not think so.

■ For example, I might write a book jacket about Mr. Hayakawa and say:

> "Mr. Hayakawa is a brilliant writer on semantics. His style is clear. His exposition is admirable. He is tremendously admired in academic circles. His books are handsomely bound in buckram."

This may be (and *is*) equally true of some other writers on semantics. Does it become "deceptive," "exaggerated," or "fake," simply because Mr. Hayakawa is not the only writer of whom these things are true?

Mr. Hayakawa then asks:

> "Where does this leave Mr. Reeves' assertion that 'the better product, advertised equally, will win in the long run'? His own evidence indicates an entirely different conclusion, namely, that, given a number of similar products, the one that is advertised with the most ingeniously contrived *deceptive* differential will clobber all others in the marketplace."

■ Buried in this sentence is the rather whopping "assumed premise" that such campaigns are, *per se*, deceptive.

Remove this "assumed premise" (and a logician must do so), and I can answer his question. Such campaigns *are* indeed vulnerable to products with truly unique advantages, which is the point I thought I had made in my book. And the record proves this, *for nearly every product mentioned which was running a campaign of this type has now lost leadership to other products which surged forward with real and unique points of difference.*

I don't need to mention their names to you—for you are an advertising man and know them already.

Mr. Hayakawa's argument would present all advertisers with the following dictum: "If you can't advertise a quality *true of your product alone*—then don't advertise at all."

My book attempted to say: "You can go either of these roads within the limits of honesty, decency, and truth . . . but let me warn you that the first road is by far the more dangerous of the two."

Is Complaint that Advertising Dominates Media an Alibi?

Mr. Hayakawa closes with a comment that the teacher's job is made more difficult because of the skill and resources available to advertising men:

> "To us in the teaching profession, it often seems as if the advertiser holds all the trump cards: control of the networks, economic subsidy of all the mass circulation newspapers and magazines, command of most of the artistic, photographic, writing and printing talent in the country. Hence, every evening our students' homework must compete with dazzling, expensively-produced television shows."

This, to me, has the ring of an alibi. It reminds me a little of my preacher father, who used to blame the softness of 20th Century Christianity on the fact that it was so difficult to get people into church.

■ I am, Bill, only an amateur semanticist, but as such I am properly gun-shy of both emotionalism and labels. Tell me, as an old friend, where—in the semanticists' lexicon—do such phrases fall as "notoriously aggressive," "shoddy logic," "long emersion in the world of . . . advertising has . . . atrophied his moral sense," "this moral anesthesia"?

I have a faint feeling of embarrassment, akin to a man (unobserved), who is watching another across an airshaft, deep in some personal function.

Rosser Reeves,
Chairman of the Board, Ted
Bates & Co., New York.

"At Cory, A&SP is a basic publication for sparking new ideas" ....SAY:

NORMAN H. SCHLEGEL, *Vice-President/Marketing*

LYLE CAZEL, *Advertising and Publicity Manager*

HARRY ROEHM, *Consumer Products National Sales Manager*

ED ALEXANDER, *Commercial Products National Sales Manager*

The Messrs. Schlegel, Cazel, Roehm and Alexander and the Cory Corporation are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising & Sales Promotion.

Started in 1933, the Cory Corporation is a leading manufacturer and marketer of coffee brewers for both home and commercial use. Currently consisting of seven operating divisions and a Canadian subsidiary, the company also is well known for its consumer gift appliances (i.e. electric can openers, knife and scissors sharpeners, etc.), housewares, giftwares and air treatment appliances. Mr. Schlegel reports that Cory annually allocates nearly $750,000 to sales promotion and advertising, over 60 per cent of which is for sales promotion materials of all types.

According to Mr. Schlegel: "Marketing at the Cory Corporation is a complex problem. It involves reaching both commercial and consumer markets in Continental United States and abroad. For example, in order to inform the more than 100,000 dealers throughout the U.S. about its products, Cory distributes over 5,000,000 pieces of printed material annually."

Point-of-purchase displays play an important part in the merchandising of consumer products. Both Mr. Schlegel and Mr. Cazel are concerned with this area of the Cory promotion program.

Because Cory products range from gift items to low-cost impulse-sale items, packaging requirements vary greatly. Ideas for packaging originate in the advertising and sales promotion department, with actual development and tests completed by factory engineering and development personnel. Mr. Cazel is discussing consumer packaging here with Mr. Roehm.

Cory products are shown and demonstrated at more than 500 national and local food service trade shows annually. "In the Cory commercial department alone," Mr. Alexander reports, "eight itinerant displays are kept in full time use for local shows. In addition, products are shown at three national shows."

Alexander Cazel Roehm Schlegel

Speaking for his team, Mr. Schlegel says: "Advertising & Sales Promotion gets four-way readership at Cory. Because of the highly competitive and highly diverse markets to which Cory sells its products, each member of this four-way marketing and sales team is constantly called upon to develop new advertising and sales promotion ideas. We each regularly read A&SP as a basic publication for sparking new ideas and keeping us appraised of new developments in the rapidly-changing sales promotion field."

A & S P

Advertising & Sales Promotion

FORMERLY ADVERTISING REQUIREMENTS

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

work with in *educational* television?)

Would I do away with advertising? Of course not. A world controlled by teachers (or, as Plato put it, philosopher-kings) would be a real mess—as would be a world ruled solely by government officials or bankers or soldiers or advertising men. There should be something of a balance among the great communications systems of any civilization: government, religion, art, education, and industry. However, in the U.S. today, it often seems that one kind of communication, namely, consumer advertising, is very much out of balance in that it is not only the most pervasive, most persistent, and most far-reaching of our cultural communications, but it is also that which supports, conditions, and ultimately governs almost all the rest of what is communicated in the mass media. If eggheads (including me) are gravely concerned about advertising, it is largely because we fear that it may well render ineffective, or pre-empt the channels of, all other kinds of communication. Our fears are not without grounds. Think what has happened to television.[1]

Advertising Must Promote, Not Kill, Proper Evaluation

Reeves looks forward, in his final chapter, to the maturation of advertising as a science, rather than a hit-and-miss, intuitive art. I have little doubt that with strenuous and conscientious effort, advertising can be made into a science, just as the Chinese communists have made a science, so it is said of brainwashing. But as an educator, I cannot refrain from pointing out that the more advertising (as Reeves understands advertising) becomes a science, the narrower becomes the area of economic freedom. In Reeves utopia of scientific advertising, we shall be buying Luckies not because of the exercise of our freedom of choice, but because the American Tobacco Co. was able to hire better advertising scientists than the Lorillard people were able to corral. And none of us will be able to refrain from smoking, because science in the service of the cigarette industry will have made us all ashamed of being non-smokers. Oh, brave new world!

But the task of the educator—especially the semantic educator—is the very opposite, namely, the increase of human freedom. The end-result of what Korzybski called "proper evaluation" is not predictable: what is right and proper for Smith$_1$, given his circumstances, may be entirely different from what is right and proper for Smith$_2$ given *his* circumstances. The more Smith$_1$ and Smith$_2$ are liberated from the "tyranny of words," whether through semantic or other study, the more free do they become to choose what is right and proper *for them*, regardless of what the commercials say.

■ Reeves realizes as well as anybody that advertising is a form of communication. But there is one thing he does not understand about communication, namely, that in true communication, *information is transmitted*. But Reeves' real love is for the kind of communication in which, *although no information is transmitted, the feeble-minded reader is left with the impression that he has learned something* (for example, "Those three streams of bubbles which prove Anacin better than Aspirin or Bufferin," p. 36).

Are there schools of thought about consumer advertising other than that represented by Mr. Reeves? I believe there are, but they are not in the ascendancy at the moment. However, people in the advertising profession are literate, well-informed, and, no less than college professors (although perhaps in different ways), conscious of social responsibilities. Hence, a more mature conception of the role of advertising in our culture than is presented in the shoddy logic of Mr. Reeves' apologia is certain to emerge as time goes on. Members of the advertising profession who are also students of general semantics (and there are many of these) will, I hope, lead the way in demonstrating that the communicative skills developed by the advertising profession can be used to promote proper evaluation and human freedom at least as effectively as they have been used, up to now, to promote the opposite. #

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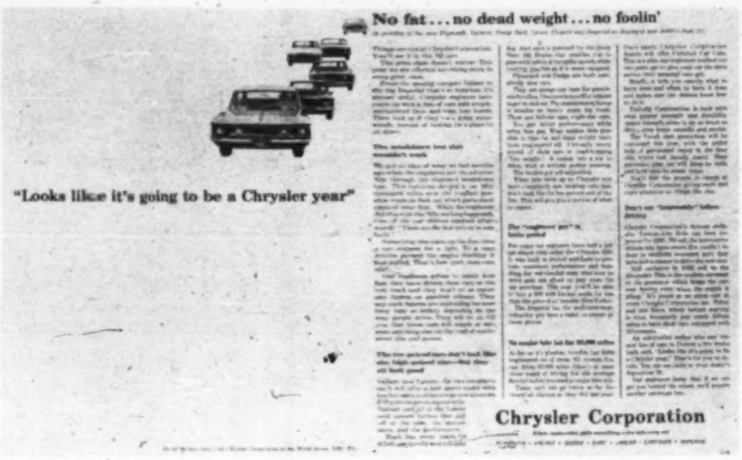
[1] Commissioner Newton Minow of the Federal Communications Commission has described eloquently and in depressing detail the ways in which advertiser control has reduced the entire miracle of television to a wasteland of inanity. See his "Never Have So Few Owed So Much to So Many," ETC., XVIII (1961), 133-147.

The Creative Man's Corner . . .

Leaves Much to Be Desired



No fat . . . no dead weight . . . no foolin'

"Looks like it's going to be a Chrysler year"

Chrysler Corporation

It's not just that the copy is long. The headline just doesn't invite reading. Who cares except stockholders that it "looks like it's going to be a Chrysler year?" And is this at all credible—considering the sad performance of Chrysler for so many years?

And how can one connect expressions like "No fat . . . no dead weight . . . no foolin' " not only with motor cars but with automobile engineering and design?

As for the illustration, when new car models are introduced there is nothing quite so attention-getting as a good picture of 'em. But these puny representations do not even have the appearance of newness.

It is possible that institutional advertising is good; that it supports and lends credence to straight product advertising. But the only modicum of interest this Chrysler Corp. ad has is necessarily borrowed from the product ads featuring and dramatizing the new Plymouths, Valiants, Dodges, Chryslers, et al.

We would find it difficult to produce, even for money, an ad less exciting in both copy and art. #

On the Merchandising Front . . .

E. B. Weiss Requests a Year-End Resolution by His Critics

By E. B. Weiss

I probably have achieved the unique, if not highly desirable, distinction of being able to boast of a larger and more vociferous body of opposition than anyone else in the world of marketing.

E. B. Weiss

That's not a complaint. To the contrary, I take satisfaction in this situation. When I have no opposition, I worry!

After all, I concern myself with change—change in marketing. The human animal tends not to welcome change. And the human animal tends, therefore, to view with hostility anyone who bears tidings of change. I measure my achievements, therefore, such as they may be, in mathematical ratio to the violence of the reaction I stir up. And, believe me, the reaction has indeed been violent, time and time again.

I cannot recall a *single* forecast I have made over the past 20 years of new marketing trends that was not received with resentment, and even bitterness, by assorted marketing people. Since I have made *scores* of major marketing forecasts over these last two decades, it stands to reason that I would be classified by Dale Carnegie as a total failure in the practice of his friendship philosophy!

■ I can remember—how *well* I remember!—the opposition I stirred up years ago when I first predicted self-service and self-selection of non-foods.

I can remember the violence of the reaction that erupted when I forecast nocturnal retailing.

I can remember the storm that broke around me when I predicted that the public would not forever serve itself on non-foods and permit retailers to take margins running between 30% and 50%, and more.

I can remember when I observed that the era of personal selling on the store floor of mass retailers was caput.

I can remember the positive anger of department stores when I suggested that some day they would do a larger volume in their branches than in the main store.

■ I can remember telling the cigar industry that it was living in a bygone era, telling the druggist that he could no longer depend upon legislation to kill off his competition, telling the shoe industry that its fitters were misfitters and also that the era of the shoe specialty store was waning rapidly. I can remember what happened when I told the supermarkets that, as a food outlet, their era of dynamic growth was over—and when I told the independent department store that its future, as an independent, was bleak, I brought down the roof on my head.

I can remember what took place when I predicted the coming of Sunday retailing; when I forecast the problems inherent in giant retailing; when I predicted the trend toward store-controlled brands. Yes, I remember vividly the reactions to each of these forecasts and to scores of others.

As a matter of fact, to cite an example of bitter resistance I need go back no farther than about six months ago, I pointed out to members of the Sales Executives Club of New York, in a talk, that many manufacturers were still hiring, training, compensating and equipping salesmen for a presumed *traditional selling* function that actually represents only a tiny part of their current functions. When a sales manager called me "stupid" for that forecast, I realized I had definitely touched an exposed nerve, and therefore I am now engaged in writing a book on "The Vanishing *Sales*man!"

And even more recently, just about six weeks ago, when I completed for Doyle Dane Bernbach a study that predicted the shrinking status of the store buyer as a decision-maker, and how this is changing the world of selling and marketing, a deluge really hit me.

■ All of this is inseparable from my self-assumed function of burr-under-the-marketing-saddle. Even a dog may bite its master if it is struck a sharp and unexpected blow! And many of my blows have been sharp and usually unanticipated by my audience.

Moreover, there certainly have been times when the opposition was right—and when I have been wrong. Plenty of times.

So not only do I make no complaint about my critics—I would be a total failure in my self-appointed role if I did not stir up opposition, and lots of it .

But while I have no complaint—I do have a *request* to make of my critics.

▪ That request is a rather simple one:

Please—PLEASE—*please* do not remark: "Oh, Ed Weiss really doesn't mean all that he is saying; he's just trying to stir up the animals."

I *do* mean what I say—*every word of it.*

Most certainly, every word I mouth is *not* meaningful—but I *do* mean every word I say or write.

All the time!

All the way!

I do *not* aspire to be a sensationalist.

I do *not* aim to provoke—*merely* to provoke.

▪ And when the chairman of a great national industry remarked, after a talk I delivered quite recently, that "Ed Weiss painted a fairly black picture for us. Knowing him for what he is, perhaps he painted it blacker than he, himself, thought it to be. That is the type of man he is—and we respect him for it."

That is a helluva reason for being respected!

So—to my opposition (and may its ranks continue to multiply) a request for a New Year's Resolution. Please resolve to credit me with sincerity, with integrity.

What I say—I mean; *totally.*

And I hope to continue to say what I mean—*totally*—for so long as I am around.

HAPPY NEW YEAR. #

Employe Communications . . .

Ad Previews for the Employes

By Robert Newcomb and Marg Sammons

Anyone who has opened a newspaper in the past few weeks is familiar with the message from Chrysler headed, "What's Ahead for Chrysler?" This (to us) forthright classic in advertising combined the more refreshing elements of humility and burgeoning self-confidence. The more communications-conscious will long remember the line: "Fix what's wrong, keep what's right, and move ahead."

What those outside the Chrysler gates don't realize is that this particular ad (and possibly others of its kind) were shared *in advance* with employes. The management decreed a special issue of the employe tabloid, and the ad was carried on Page one. On Page two was a photo of the new company president, L. A. Townsend, along with a letter from him to all employes. It was a short, lay-it-on-the-line type of message. It was a slap on the back for the men of the company and a nod of encouragement to get going: ". . . we have made the pledge that Chrysler will build the best products possible for our customers. It is a commitment each of us shares as we do our work each day. It is a commitment the public will expect us to fulfill. The pledge itself means little unless we back it by our performance."

The practice—all too rare a practice—of making reproductions of advertising available to employes is something more advertising departments should adopt. In their zest for the deadlines and their absorption with the need for sales, the sponsors are too often inclined to overlook the guys that put the product together. How simple a matter it would be to pull the required number of proofs, affix a swatch telling where and when the ad would appear, and arrange for their posting on plant bulletin boards! How easily an advertising department could schedule an upcoming ad for the back cover of an employe magazine, so that all employes—and their families—could enjoy the thrill of knowing first. How many advertising departments do this? In our temperate estimate, probably a few dozen and no more.

▪ One of these interesting exceptions is to be found at Bergstrom Paper Co. in Neenah, Wis. Here the personnel receive a newsy little four-page communique called "Bergstrom Bulletin," which contains all the more important news around the plant. When an ad is scheduled, however, the company sees to it that a preprint is attached to the bulletin. A current, impressive sample is for a new office printing paper, included with the newsletter and scheduled for appearance two days later in *The Wall Street Journal.* (Agency is the Biddle Co., Bloomington, Ill.)

This is progressive, alert communication—with management and with employe. This is making good use of an advertising development to knit more closely the elements of mill and office. One reason these progressive moves are made is because Bergstrom's ad manager is in charge of advertising and communications both, and enjoys the somewhat distinctive title of director of advertising and communications. John T. McCune, who holds the post, was at one time an industrial editor for Morton Salt Co. and he knows—from years of practical experience in working with plant people—that plant people like to know about the company advertising, too. Preferably in advance. #

Tips for the Production Man . . .

Catching Up on the Mail

By Kenneth B. Butler

If it weren't for the 2,001 other things which conspire to consume the working day, it might be fun to go to the office for no other purpose than to sort through the wonderfully inventive and colorful items which arrive, usually unsolicited, in the morning mail.

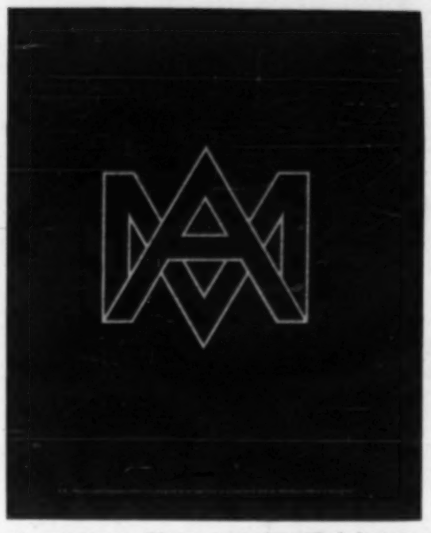
I'm not being sarcastic. I do look forward to those infrequent lulls when I can browse through some of the various mailing pieces which, due to the pressures of the day, I had to set aside for perusal at some unknown future date. Aside from the consideration of mere esthetic appreciation, time and again you will encounter ideas which can prove utilitarian in your own production.

* * *

It is always a pleasure, for example, to scan "Dimensions," a quarterly (I think) periodical issued by the Lee Paper Co., Vicksburg, Mich.

First objective of the publication is, of course, to impress you with the quality of various Lee papers, but would that all salesmen had such pleasing personalities.

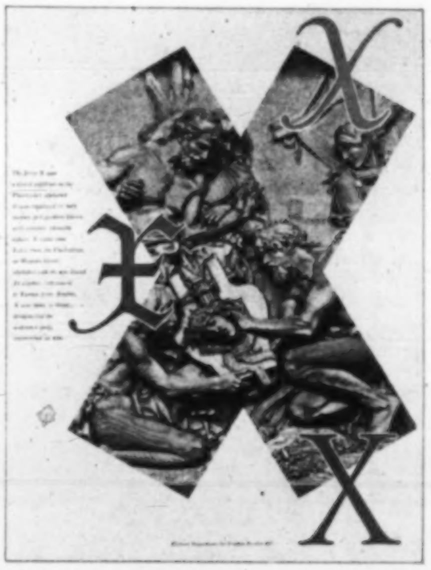
Each edition is filled with examples of unique color treatments and/or useful design motifs and/or type and pictorial arrangements and/or subtle tips on cropping, designing, balance and alignment. One of the most recent issues, for example, offered some 16 pages of provocative, constructive thought on trademark design.



IN SEQUENCE—*These superimposed letters, "A" and "M," designed to be read both as a total form and as individual letters in sequence, are from the spring, 1961, issue of "Dimensions."*

* * *

Surely everyone in the graphic arts is familiar with "Westvaco Inspirations," of which some 220 editions have now been published by the West Virginia Pulp & Paper Co., 230 Park Ave., New York 17.



CONTOURS—*Illustrations within the contours of letters help explain the historic and generic background of all letters of the alphabet in a recent issue of "Westvaco Inspirations."*

Number 215 struck me as exceptional. The entire issue is given over to an examination of our alphabet—interesting historic and generic background—handsome specimens in a variety of type and hand-lettered faces, not to mention spellbinding layouts constructed around the contours of the 26 characters.

(And, since many of the illustrations and designs used were compiled from other unrelated sources, this edition might also serve to quicken the imagination of the man wanting to construct a fresh new mailing piece using old cuts and photos.)

* * *

From Warwick Typographers, 920 Washington, St. Louis 1, comes a handsome folder announcing that Dolphin has been added to its formidable range of type face choices.

In the event that the name is unfamiliar, let me explain that Dolphin is the anglicized spelling of Delphin I, a magnificent calligraphic type produced by the Weber type-foundry of Stuttgart, Germany, and distributed in this country through Amsterdam-Continental.

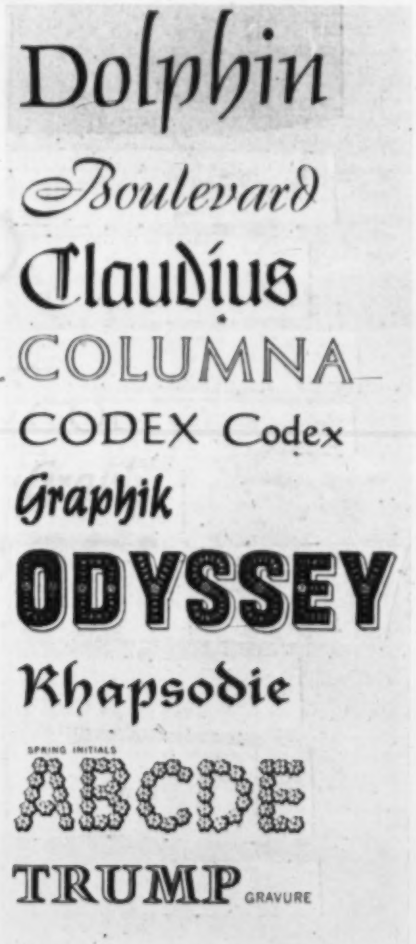
The face has been available for some time (under its German name) from Philmac Typographers, 318 W. 39th St., New York 18, an excellent source for rare type faces. But, in these days of ugly grotesques ad infinitum, it is reassuring to learn that a really beautiful type face has "caught on" and will henceforth be more widely available.

* * *

The worthy Dolphin/Delphin also appears in a handsome new booklet, "Type Faces/Volume I," promoting the stock of Graphic Arts Typographers, 304 E. 54th St., New York 22.

My admiration, however, was won not by the novelty of the occasion but by the extraordinary range of unusual type faces, many of them imported, listed in the Graphic Arts collection. Of particular interest (because not widely available) are American Uncial, Boulevard, Claudius (a noteworthy blackletter almost modern in appearance), Columna, Codex, Fextival, Graphik, Mole Foliate, Rhapsodie, Trump Gravure, Odyssey and Spring Initials (the latter a bit gauche, perhaps, but certainly unusual), Information, and Binder-Style.

(And not one font of Tempo to be found in the whole booklet!)

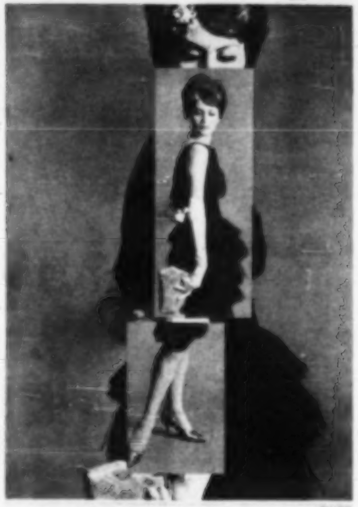


UNUSUAL TYPE FACES—*Dolphin (Delphin I), Boulevard, Claudius, Columna, Codex, Graphik, Odyssey, Rhapsodie, Spring Initials and Trump Gravure demonstrate the extraordinary range of unusual type faces.*

PHOTO REVIEW

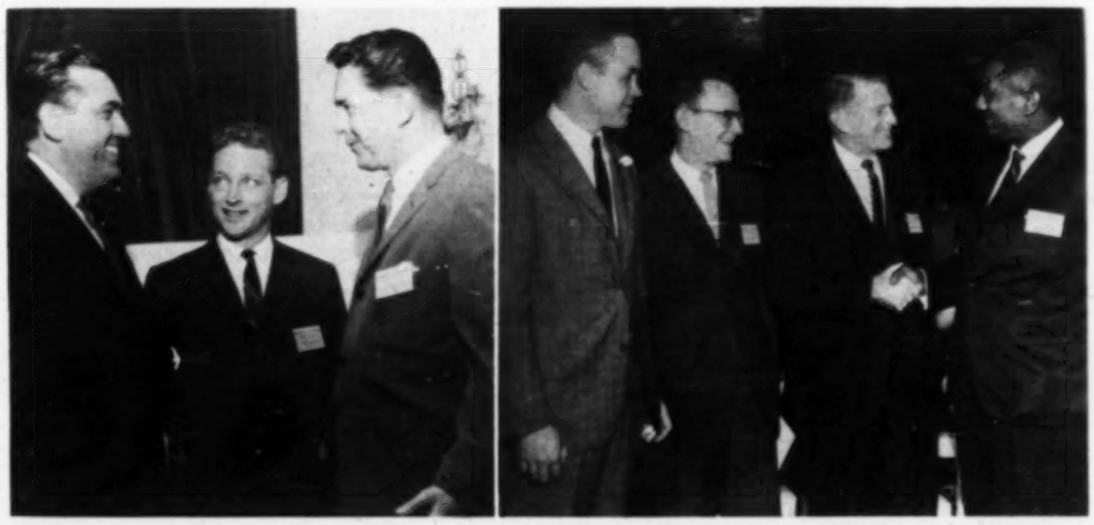
HUMID-AIRE
HUMIDIFY!
for
HEALTH
COMFORT
HOME PROTECTION

IT'S THE HUMIDITY—*Bill Hamilton, radio-tv personality, points out that the package is important in his marketing plans for a new humidifier he invented to cure the laryngitis which kept him off the nightly "Polk Playhouse" a few nights two years back. Hamilton Humidity Inc., with headquarters in Chicago, will market a furnace and a portable model of the Humid-Aire. Stern, Walters & Simmons is the agency.*



NEW FASHION AD—*Alexander's department stores, New York, will run this ad, which represents a departure from ordinary fashion advertising, in New York newspapers. Smith/Greenland Co. is the agency.*

MR. LUCKY—*Latchezar (Lucky) Christov lives up to his name as he poses with two of Santa's helpers at the Christmas soiree at Peters, Griffin, Woodward, New York, radio-tv station representative. Looking on are Lon King, assistant vp of PGW, and old St. Nick. Mr. Christov is a time buyer for R. J. Reynolds Tobacco and Chesebrough-Pond's at William Esty Co.*



La Rosa Procter Tallon McMillan Furlet Bland Johnson

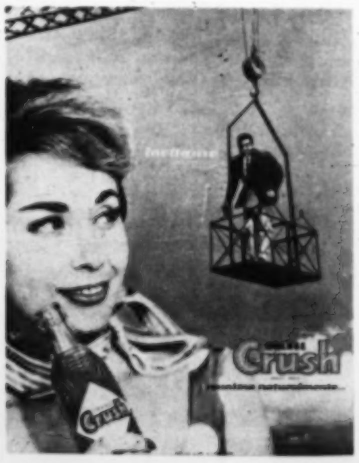
ANA WORKSHOP—*Among those attending the Assn. of National Advertisers workshop in New York on Merchandising to Selected Markets were Vincent La Rosa and Jim Tallon, both of V. La Rosa & Sons; David Procter, Hicks & Greist; Norman H. McMillan, N. W. Ayer & Son; Craig Furlet, Brunswick Corp.; David Bland, Lever Bros.; and John Johnson, Johnson Publishing Co.*

Heiskell Varga Genauer Snyder

CHRISTMAS STORY—*Shown before life-size transparency of Botticelli's "Madonna Magnificat," one of 25 reproductions of Renaissance masterpieces displayed by Time Inc. in the Time & Life Exhibit Center, New York, are Andrew Heiskell, board chairman of Time Inc.; Joseph H. Snyder, president of Color Corp. of America; Margit Varga, Life color consultant; and Emily Genauer, New York Herald Tribune art critic. Exhibition, called "The Christmas Story," is open to the public through the first week of January.*

Callier Kelley Wood Simpson MacLeish Smith Miller Hall

ATLANTA LAUGHS—*First film presentation by Florida Golden Markets (Miami Herald, Orlando Sentinel Star, St. Petersburg Times) brings together Bob MacLeish of the Sentinel Star; Barbara Smith of Burke Dowling Adams Inc.; Tom Miller of Delta Air Lines; Calvin Hall of Miles Laboratories; Jim Callier of American Bakeries; Leigh Kelley of Tucker Wayne & Co.; Emily Wood of Kirkland, White & Schell; and Irwin Simpson of Florida Golden Markets. The presentation will be repeated in other parts of the country.*



INVITE ME—*Crush International, Evanston, Ill., is using ads like this one with an "invite me" theme in the Mexican edition of Life. The theme also appears in newspaper, tv, radio and point of purchase advertising. Edward H. Weiss & Co. is the agency.*

Better Client Service Keeps Admen Up in Air

(Continued from Page 3)

smaller airlines have been going out of business.

■ In addition, Mr. Chatley said, clients are impressed by the fact that an agency is an aircraft owner—an important prestige factor. A Cessna survey disclosed that 154 U.S. radio stations own aircraft, he said. No figures were available on planes owned by agencies.

Cessna is believed to be the largest manufacturer of business-pleasure aircraft, and reportedly sells more than half of these types of planes. Other major companies in the field are Piper Aircraft Corp., Lock Haven, Pa.; Beech Aircraft Corp., Wichita; Aero Design & Engineering Co., Bethany, Okla., and Mooney Aircraft Co., Midland, Tex.

Here's how agencies told AA they use planes:

■ Tatham-Laird is one of three Chicago agencies which own their own planes. J. Kenneth Laird, president, who has been flying since 1954, pilots the Cessna 180 most of the time, although professional pilots are hired from time to time.

The agency purchased its own plane six years ago, and Mr. Laird estimates that it flies some 25,000 miles annually. The four-place plane, with a cruising speed of 150 mph, is best for short and medium trips under 1,000 miles, Mr. Laird said.

"The plane is a real time saver on short trips," Mr. Laird said. "With it, we are able to travel quickly to smaller towns which have poor or no commercial airline facilities. Our yearly costs are about the same as one efficient stenographer."

Tatham-Laird's plane is kept at Sky Harbor Airport, in Glencoe, Ill., a Chicago suburb.

■ Since Cessna Aircraft Corp., Wichita, is a client, it is only appropriate that Gardner Advertising, St. Louis, should own and operate a company plane, as it has for nine years. Gardner buys a new plane each year; its current model is a Cessna 310-F.

PILOT LAIRD—*Ken Laird, president of Tatham-Laird, Chicago, prepares for takeoff in the agency's own airplane. Mr. Laird does most of the flying for his agency.*

Charles E. Claggett, president and board chairman, told AA that the agency has had great success with its own plane. "We can get people to and from a client with maximum efficiency," he said. "It saves wear and tear on our people. Our executives can visit a client in the morning and be home the same evening with their families."

Mr. Claggett said that Gardner's plane will be flown more than 500 hours this year, or about 120,000 miles. Last year, the agency's plane made 113 trips; 49 of the trips were 300 miles or less, and only two of the trips were more than 600 miles.

Gardner has many clients scattered throughout the Midwest, in such places as Minneapolis, Cincinnati, Wichita, Indianapolis, Tulsa, Moline, Fond du Lac, Wis.; Lynchburg, Tenn.; Owensboro, Ky.; and Humboldt, Tenn.

Although several of the agency's executives are pilots, they do not fly the company plane. Gardner has a fulltime pilot on its payroll. The plane will carry a pilot and four passengers and is fully equipped except for radar. It cruises at 215 mph. The plane is kept in East Alton, Ill., and flies out of Lambert Field, St. Louis.

■ Howard H. Monk, president of Howard H. Monk & Associates, Rockford, Ill., has been a staunch booster of agency airplane ownership for some 15 years. Mr. Monk learned to fly in 1946 and bought a plane for his agency the same year. He did all the piloting until 1950, when the agency hired a fulltime pilot. Mr. Monk still occasionally takes the controls.

The Monk agency owns a Beechcraft Queen Air model, which seats eight and cruises at 210 mph. Mr. Monk describes the plane as a "flying office"—it is equipped with two tables, a dictating machine and a couch, enabling agency executives to work as they fly.

The agency keeps careful watch on the cost of its plane and time saved for its personnel. "Economics have always worked out in favor of owning our own plane," Mr. Monk said.

"Owning our own aircraft conserves the energy of our top people," Mr. Monk said. "It allows them to be more productive. If we did not have a company plane, we would have to hire more people. Also, we are completely flexible and can travel to any of our clients quickly with a minimum of effort."

The Monk agency has owned a series of six planes since 1946. Mr. Monk estimates that his company plane flies 750 hours yearly, or 150,000 miles, in servicing the agency's clients. The plane is housed at the Greater Rockford Airport.

■ Biddle Co., with headquarters in Bloomington, Ill., and branch offices in Chicago, Kansas City and Des Moines, is one of the heaviest users of planes. In addition to owning its own aircraft—a Beechcraft Bonanza—the agency has a leasing deal with a Bloomington airport for two other planes.

Everett D. Biddle, president, estimated that the agency flies its own and leased planes some 1,600 hours a year. The agency employs a fulltime pilot and has owned its own plane for three years. "One of our account executives is a flyer, but we have decided against making him a taxi driver," Mr. Biddle said. "Only our regular pilot flies our plane."

Information on flights and their destinations and number of seats available is issued daily to agency personnel. Biddle averages two to three flights each day. The agency has many clients spread throughout the Midwest. Many of them are located in smaller towns not serviced by commercial air lines.

"Convenience is the major advantage in owning your own plane," Mr. Biddle said. "With a company plane, and first call on one leased plane, we usually can get immediate transportation whenever we decide to visit a client. Also, we can't reach many of our clients by using commercial airline facilities."

■ Although Thomas B. Adams, president of Campbell-Ewald Co., Detroit, was a U.S. Navy flyer in World War II, he is not permitted to fly his agency's Aero Commander twin-engine plane. "Although we have several flyers in the agency, employes are not allowed to fly the company plane," Mr. Adams said.

Campbell-Ewald has had a company plane for the past five years and hangars it at the Pontiac Airport. The plane, which seats six passengers and a pilot, is equipped with a work table. It is used some 525 hours, or 70,000 miles, a year.

Mr. Adams emphasized that private planes are as important to his agency as "the typewriter, and just as indispensable."

Mr. Adams said the plane helps C-E serve its clients "regularly, rapidly and with a minimum of effort," and at the same time boosts the morale of the agency's own staff. "A plane keeps our people from living in motels and allows them to spend more time with their families," he said.

With the help of the agency's plane, C-E is able to consistently service Firestone from its Detroit office. Quick trips to Akron have saved two or three days' time by getting fast okays for upcoming ads. The C-E chief also pointed to the convenience of hauling merchandise and point-of-sale displays by air, instead of through the mail.

One added benefit: "Airplanes reflect a modern attitude toward business, much like our data proc-

(Continued on Page 36)

PUBLISHER'S REPRESENTATIVES
NEW YORK
551 5TH AVE., N. Y. 17
MU 2-5253
CHICAGO
6 NO. MICHIGAN AVE.
ST 2-8996
WALTER E. BARBER CO., INC.

The Miami Herald

THE SOUTH'S LARGEST AND MOST INFLUENTIAL NEWSPAPER

Represented nationally by STORY, BROOKS & FINLEY, Inc.

muddy shoes

are a common sight in Iowa, leading midwest farm state. One strip of bacon in five starts here. Iowa hens brought forth a record 4.7 BILLION eggs last year to go alongside. Iowa farms turn out more corn-fed steaks than any other state. Corn carpets our countryside. When America eats, Iowa has money. And Iowa farmers spend it: machinery, chemicals, feed, seed. Gasoline and fertilizer. Alas, the horse is gone. Add to this something new: leisure time on the farm. Time to read, travel, learn more. A whole new market for the alert. **Fact: 7 out of every 10 Iowa farm families read the Des Moines Register and Tribune.**

IOWA

DES MOINES REGISTER AND TRIBUNE.

PIN DOWN ALL THE IOWA FACTS. CALL NEWSPAPER MARKETING ASSOCIATES—NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO.

1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT, BETTENDORF IOWA
ROCK ISLAND, MOLINE, EAST MOLINE ILL.

WOC-TV Channel 6 NBC
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

STUCK?
JACK APPLETON

CALL

Wilding tv

CHICAGO ● DETROIT ● HOLLYWOOD ●

essing equipment department, which helps impress prospective clients."

■ Papert, Koenig, Lois, New York, in October bought a Beechcraft Bonanza for the agency. The ship is piloted by Carl Ally, vp and account supervisor, who worked his way through the University of Michigan by stunt flying at carnivals and by crop dusting. Later he was a bomber pilot in World War II and the Korean War.

Mr. Ally recently took a two-week trip with the agency's Beechcraft on behalf of Xerox Corp., Rochester, a Papert client. His field stops for the copying equipment and materials maker included Cincinnati, Dallas, St. Louis, Kansas City and San Francisco. Papert expects to use the plane regularly for flights to Rochester, and for another client, Peugeot.

All of the agency's principals—Fred Papert, president; Julian Koenig, exec vp, and George Lois, senior vp—sometimes fly along with Mr. Ally. Asked whether the Beechcraft will be used for work en route, a Papert staffer quipped: "Sure, that's how we'll meet all the deadlines."

■ Down in Greenville and Charlotte, S.C., Henderson Advertising has been using its Aero Commander for about two and one-half years. A seven-place, two-engine model, it's kept at the Greenville Airport, just three blocks from the Henderson shop.

The ship is equipped with a Soundscriber, which the agency uses in flight to dictate conference reports immediately after client meetings.

James M. Henderson, president, has soloed with other craft, but he keeps a fulltime pilot on call for the agency. Maintaining a plane, he said, is "pretty expensive," but he explained how it pays Henderson Advertising to have one for trips that involve two or more agency men.

■ "If we send two men round trip, by commercial airline, to New York, it costs us about $200. Our Aero Commander, we figure, runs around $90 an hour, including fixed and operating costs. Of this, the operating figure is $30 an hour. For a seven-hour round trip to New York with the Commander, that comes to $210.

"We've been averaging 2.8 men per trip, so if you compute it on the basis of operating costs alone—we figure we already own the plane—we're ahead."

Henderson men hop regularly to Miles Laboratories, Elkhart, Ind., to discuss new-products handling with that client; to Eli Lilly & Co.'s Elanco division, in Indianapolis, to talk about lawn and garden chemicals; and to Johnson City, Tenn., where the client is Pet dairy products.

Said Mr. Henderson: "With a plane, we can serve our clients better—and pick up more faraway business."

■ Benton & Bowles, New York, has been an airplane owner since 1947, and since January, 1960, the craft has been a two-engine Lockheed Lodestar piloted by a man on B&B's payroll. The plane is equipped, for "cloud seven conferences," with typewriter and tape recorder, and is used regularly by most B&B brass including Chairman Robert Lusk.

Its advantages, according to a B&B spokesman, are to "get to places that are damned awkward to get to." In the case of Post division of General Foods in Battle Creek, for example, a four-hour Lodestar flight from New York avoids "the deteriorating train service," "some overnight trips," and relying on feeder airlines which are "a sometime thing."

■ Clinton E. Frank Inc., Chicago, owns a Piper Aztec—a twin-engine plane which carries four passengers and pilot. This is the second plane for the agency, which bought its first aircraft four years ago. A portable typewriter and dictating machine are kept aboard for work while flying.

PAPERT'S PLANE—*Carl Ally, vp and account supervisor of Papert, Koenig, Lois, New York, poses beside his agency's plane. Mr. Ally, who pilots the plane for the agency, worked his way through college by flying.*

In the past, several of the Frank executives took turns at piloting the plane but the agency now has a fulltime pilot. The plane is based at Elgin Airport, a few miles from Chicago. The plane is used about 1,000 hours yearly and makes frequent trips to clients in Green Bay, Racine, Houston, Des Moines, Kansas City, Memphis and Richmond.

Convenience was listed as the major advantage of owning a plane. "We can send more people on trips, and we can leave just about any time we want to," a Frank executive said. "It helps us service accounts oftener and faster."

■ Robert Haas Advertising, Chicago, owns a Piper Apache twin-engine plane which is piloted exclusively by Robert Haas, president of the agency. Mr. Haas learned to fly eight years ago, and the agency has owned a plane since then.

"We can save much valuable time by owning our own plane," Mr. Haas said. "We are able to reach our clients in Fort Wayne, Des Moines and Chatsworth, Ill., much faster and provide them with better service. With our plane, we feel that we can adequately handle and service accounts in all sections of the Midwest."

Mr. Haas estimated that he flies the plane some 250 hours or 38,000 miles annually. He bases the craft at Sky Harbor Airport, near Chicago, and is considering hiring a fulltime pilot soon. The five-place Apache cruises at 170 mph.

■ An agency man with a stake in the air business is William D. Strohmeier, exec vp of Davis, Parsons, Strohmeier, New York. His shop handles the $500,000 Piper Aircraft Corp. account. Mr. Strohmeier routinely pilots a Piper Comanche to the plane company's Lock Haven, Pa., plant from the Westchester County Airport in White Plains, N.Y.

The agency averages 30,000 miles and between 250 and 275 hours a year with the Comanche. On a recent typical "milk run," Mr. Strohmeier flew the ship to Wings Field, outside Philadelphia, and spent the day visiting two clients—Narco Radio and Tactair, which makes aircraft auto pilots. The trip took him 42 minutes, "versus a three-and-a-half-hour drive." He avoided a "killing train ride," and "didn't have to register at a Philadelphia hotel the night before." When he proceeded to Lock Haven from Philadelphia, he didn't have to take "a midnight bus ride." Had he returned to New York, instead, he would have been able to "take the 5:31 from Grand Central back home to Darien."

Advantages of an agency owning an airplane? "Servicing out of town clients, obviously," answered Mr. Strohmeier. "My airplane also leaves when I'm ready, and there's no baggage problem."

■ Interpublic Inc., New York, graduated from an Aero Commander 560-E, "Initiator I," five years ago to the organization's current ship, a converted B-26 bomber named "Initiator V." The company has leased the plane for the last two years from On Mark Inc., Van Nuys, Cal., which did the converting. Starflite Inc., White Plains, N. Y., is the contract operator, and the craft is hangared at Westchester Airport.

John Harder, president of Starflite and one of the two pilots of the company (it has 16) that fly for Interpublic, said, "I don't know of a higher-utilization ship in the sky." He said "Initiator V" was "out of here all the time" on missions for Interpublic's McCann-Erickson, McCann-Marschalk and Communications Affiliates. The plane is used "extensively for presentations." #

Desirable rental space available now in the

Advertising Age Building

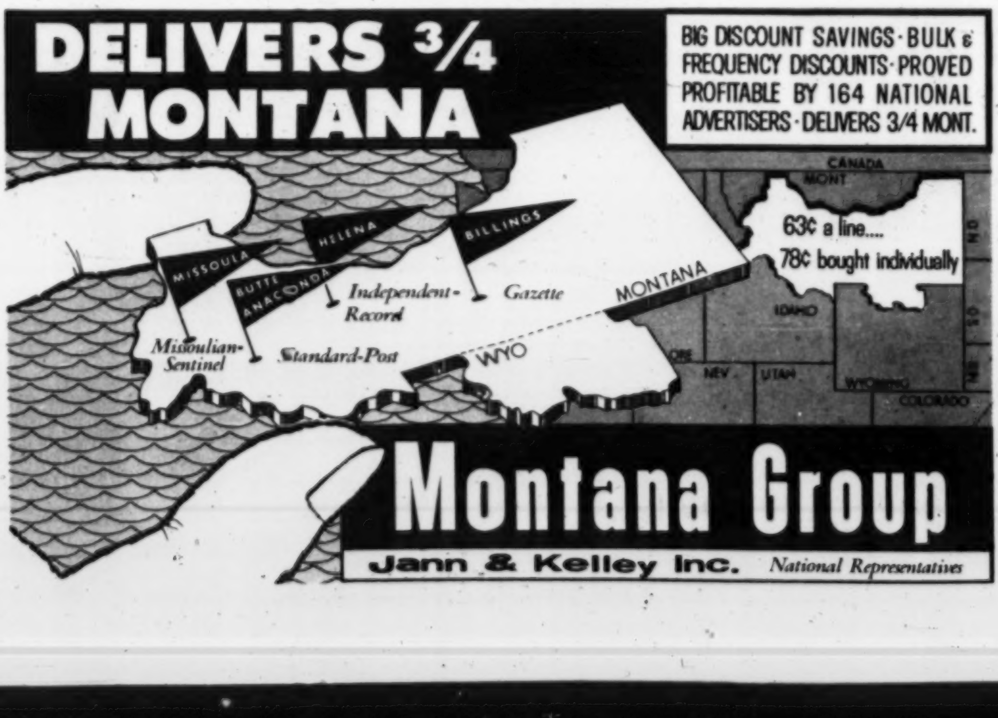
located in the heart of the fashionable "Near North Side" of Chicago in the midst of advertising activity in the city. A prestige location offering many unusual advantages. One block west of the famed "million dollar mile" and the historic water tower.

Advertising Age

- *Well suited for art and photo studios, advertising agencies, publishers, media representatives, graphic arts services and other allied interests.*
- *Locate your operations in the world headquarters of advertising/marketing news—the Advertising Age Building.*

For a detailed, illustrated brochure write Jack Barnett, Advertising Age 200 E. Illinois St., Chicago 11 DE 7-5200

Advertising Age Building



DELIVERS 3/4 MONTANA

BIG DISCOUNT SAVINGS · BULK & FREQUENCY DISCOUNTS · PROVED PROFITABLE BY 164 NATIONAL ADVERTISERS · DELIVERS 3/4 MONT.

Montana Group

Jann & Kelley Inc. *National Representatives*

Ketchum Gets Ciba Ethicals on Fee Basis

(Continued from Page 1)

the company said.

Ciba maintains a 30-man staff of pharmaceutical marketing experts, thus diminishing the need for two outside agencies. "We have the professionals—the medical writers who are familiar with FDA regulations; the design staff. What we need from the outside is the creative approach," Ciba said.

In seeking a new agency, therefore, the company interviewed four consumer agencies, looking for "good creative selling ideas" and a "unified creative approach to all products." Ketchum came well recommended since Ciba's advertising manager, Robert K. Cochrane, had been an account executive in Ketchum's Pittsburgh office.

At Ketchum, the account will be supervised by James Ewing, who will move from the Pittsburgh office to New York to handle it. The account group also will include a writer and an art director. Hazard Advertising will continue to handle Ciba's animal health products.

• In another agency realignment, E. R. Squibb & Sons, division of Olin Mathieson Chemical Corp., moved two products—Mysteclin-F and Naturetin—out of Cortez F. Enloe Inc. Mysteclin-F, an antibiotic-antifungal product, was moved to John Kallir Associates, a new ethical agency set up Dec. 1 by a former vp of William Douglas McAdams Inc. Naturetin, a diuretic product, was awarded to Jordan, Sieber & Corbett.

With the addition of these two agencies, Squibb now has a roster of five agencies, the others being Cortez F. Enloe; Dean L. Burdick Associates; and Donald F. Fitzsimmons Inc.

• Besides the aforementioned Squibb appointment, Jordan, Sieber & Corbett added two other drug accounts—indicating that its recent affiliation with a consumer agency, Ellington & Co., is an auspicious one.

Winthrop Labs, a division of Sterling Drug Inc., has given Jordan its first assignment: A new physiotonic to be promoted to the medical professions.

Jordan also has gained Phillips-Roxane Inc., Columbus, O., the pharmaceutical division of Philips Electronics & Pharmaceutical Industries Corp. The agency won the account in a roundabout way: In November, the account moved from Johnson & Lanman to Sudler & Hennessey, but two weeks later it was resigned by Sudler because of a "basic difference in marketing strategy." Now, a month later, it has arrived at the Jordan door. #

Sara Lee Buys Paar Spots, Hikes TV Use

CHICAGO, Dec. 21—Kitchens of Sara Lee has purchased a series of 13 spots on the Jack Paar show, which will start Jan. 10.

Hugh Downs, an announcer on the NBC-TV show, visited the Sara Lee plant here last week to acquaint himself with the company's operations and products. The new 60 sec. taped commercials for Sara Lee's line of bakery and food products will feature Mr. Downs. This will be the first time that Sara Lee has used the Paar show.

Sara Lee also has bought a one-hour special on CBS-TV on Feb. 25, which will feature Judy Garland, Frank Sinatra and Dean Martin. Sara Lee will co-sponsor the show with Chemstrand Corp. Hill, Rogers, Mason & Scott, Chicago, is the Sara Lee agency. #

Medical Dynamics, Sponsored Medical Film Service, Bows

NEW YORK, Dec. 22—Medical Dynamics, a division of Dynamic Films, expects to begin providing a regular, sponsored film medical program service to hospitals in New York, New Jersey, Pennsylvania, Connecticut and Michigan early next year, Nathan Zucker, president of Dynamics, revealed today.

The system, which Dynamics calls Hospital Communications Centers, has been tried on a pilot basis in Staten Island and New Rochelle. Each participating hospital has a film projector unit that provides the doctors a choice of viewing at his convenience on a color tv set-type projector in the lounge.

■ Medical Dynamics has good contacts in the pharmacuetical field through its work in medical film production, training programs for "detail men" and marketing projects for drug companies.

Mr. Zucker told ADVERTISING AGE that six ethical pharmaceutical companies are interested in using the centers to get up-to-date medical information to doctors, and are working with Dynamics in this film project. He would not identify them. There are no plans for formal commercials, but the advertisers will get opening and closing sponsor credit and, in some instances, they may furnish informational film fare for the service. He said the cost would be about 3% to 4% of what a drug company usually pays to reach an individual doctor. The service will start with a modest amount of programing.

■ Medical Radio System, a closed-circuit sponsored fm system for doctors' offices, was to have been started by National Broadcasting Co. in the fall of 1960, but this system never got going. NBC's parent, Radio Corp. of America, now has taken over the project and is negotiating with several companies for the sale of the lists, designs, etc. prepared for the system. If these negotiations are successful, a one- or two-market test of this long-delayed project may take place in 1962. #

Basford to Close Cleveland Office

NEW YORK, Dec. 21—G. M. Basford Co. will close its Cleveland office early in 1962, and transfer six of its accounts serviced there to its headquarters here.

One client, Deming division of Crane Co., severed its relations by mutual agreement.

Baker Industrial Trucks, a division of Otis Elevator Co., which bills under $250,000 a year, has named Meldrum & Fewsmith to succeed Basford, effective immediately.

Basford will close the Cleveland office so that it can "continually direct our best and strongest talent" to every account.

The six clients, who together do some $1,000,000 in advertising, are: Auer Register Co.; Commercial Shearing & Stamping Co.; Good Roads Machinery Corp.; Macomber Inc.; Ohio Rubber Co.; and Yoder Co. #

Broadcast Awards Planned

Deadline for entries in the 26th American Exhibition of Educational Radio & Television Programs, sponsored by the Ohio State University Institute for Education by Radio-Television, has been set for Jan. 8. Awards will be announced at the annual institute meeting in Columbus May 2-5, 1962.

Last Minute News Flashes

Harris Names Pacific National for Salmon, Tuna

SEATTLE, Dec. 22—P. E. Harris Co., packer of salmon and tuna, has appointed Pacific National Advertising Agency for promotion expected to run between $100,000 and $150,000 in 1962, reportedly the largest promotion budget in the company's history. An eight-week push in New York, starting in March, will use the *Journal-American, Post* and *World-Telegram & Sun*, plus subway posters, merchandising material and a sales promotion contest. Other advertising during the year will move into southeastern states and the Southwest, plus the Pacific Northwest. Labels include Peter Pan and Gill Netters Best. The account was formerly handled by Miller, Mackay, Hoeck & Hartung.

Bernz Names Rumrill to Succeed McCann-Marschalk

ROCHESTER, Dec. 22—Rumrill Co. has been named to succeed McCann-Marschalk, New York, as agency for Otto Bernz Co., manufacturer of Bernz-o-Matic propane-fueled torches, camp stoves and lanterns. Jack Finnie has been named account executive. Rumrill had the account, which now bills $125,000, seven years ago.

Katz Leaves Curtis; Other Late News

• **Bernard Katz**, director of market research for Helene Curtis Industries, Chicago, has resigned after nearly seven years with the cosmetics manufacturer. Mr. Katz has not announced his plans and a successor has not yet been named.

• **Colgate-Palmolive Co.**, New York, has promoted G. T. Perraudin to merchandise manager of the toilet articles division. He is succeeded by M. L. Rathbun, promoted from field sales supervision to the post of assistant merchandising manager.

• **J. H. (Jack) Giroux**, formerly advertising and merchandising manager of the Perkins-S.O.S. division of General Foods Corp., Chicago, has been appointed marketing manager of the division.

• **Textron Inc.**, Providence, a pharmaceutical manufacturer, and Ted Gotthelf Associates, New York, have terminated their one-year association, effective Dec. 31. The company said it will use Dean & Herr, a Providence agency, "for certain of our activities" and may add a New York agency later. Textron will use heavy newspaper schedules, plus some spot radio, in 1962, to promote Miricil, a medicated hand cream, which is moving into major markets in the Northeast and Midwest.

• **Restaurant Associates**, New York, has appointed Papert, Koenig, Lois, New York, to handle advertising for its restaurants, including the Four Seasons, the Forum of the Twelve Caesars, La Fonda del Sol and the Tower Suite. The account was formerly handled by McCann-Marschalk. A print campaign is planned.

• **The Federal Communications Commission** has agreed to suspend its sponsorship identification rule so that a toy company can carry out plans to contribute several thousand dollars' worth of spot announcements to the American Cancer Society. The 10-second spots, purchased on WCBS-TV, New York, are to be heard during a 38-week period. DeLuxe Reading Corp., which is making the cancer society a gift of the spots, said the impact of the cancer announcements would be spoiled if stations were forced to comply with FCC rules requiring disclosure of the donor's name. The waiver was arranged in a telegram from FCC to Milton Stanson, vp for television of Lowe Co., agency for DeLuxe Reading Corp.

• **Cushman's Sons'** division of American Bakeries Co., New York, has appointed Wesley Associates, New York, as its first agency. The division operates 150 retail bakery shops in the New York area. A radio campaign is planned.

• **Total newspaper advertising linage** decreased 4% for the first 11 months of 1961 versus 1960; the drop was from 2.64 billion to 2.53 billion lines. Automotive was the biggest loser, off 11.5%, from 156,701,000 to 138,738,000 lines. Summary was compiled in 52 cities by Media Records.

• **Chrysler dealer associations** in Cincinnati, Cleveland and Allegheny County (Pittsburgh) have named Young & Rubicam to handle their local ad programs. Y&R is the national agency for Chrysler and Imperial. Howard Marks Advertising Associates formerly handled the Cleveland group; the Cincinnati association is new; and Y&R formerly split the Pittsburgh group's advertising with several local agencies.

Cory Drops Dealer 'Merchandising Deals'

Cory Corp. is discontinuing periodic seasonal promotion deals to its dealers and instead is substituting a pricing program which sets a specific price on each product to apply throughout the year. Cory also will make available each year several special products not duplicated in its regular line designed specifically for special promotions, N. H. Schlegel, vp, marketing, announced. The new Cory program was tested during the last six months in a test area.

Mr. Schlegel said Cory is convinced that the seasonal extra-profit promotional deals offered by electric housewares manufacturers do more to defeat than to aid the stable marketing of housewares products. It said these deals force retailers to trade electric housewares on a basis very much like "the buying and selling of stock," with the market fluctuating according to the nature of the promotional deals at various times during the year.

Theile Named Publisher

Ralph R. Theile has been named publisher of *Airlift, Skyways* and *Air Cargo*, published by American Aviation Publications Inc. Mr. Theile was formerly assistant publisher of the magazines.

The company announced that *Skyways* will hereafter be printed by Telegraph Press, Harrisburg, Pa., a move which AAP said consolidates printing of *Skyways* with other publications of the company, and does not reflect dissatisfaction with Business Press, Lancaster, which has printed *Skyways* in the past.

700,000 Shares of Schlitz Stock to Be Sold to Public

An estimated 700,000 shares of stock in Jos. Schlitz Brewing Co., Milwaukee, owned by members of the Uihlein family, will be offered for sale to the public next year. Glore, Forgan & Co., Chicago investment company, will head the underwriting group.

The Uihlein family formerly owned all stock in the brewer until last August when the widow of George Uihlein sold 75,000 shares at $31.50 a share. Under current market prices, the 700,000 shares should bring more than $21,000,000.

FTC to Try New Kind of Probe in St. Regis Case

(Continued from Page 1)

and this is influencing the kind of leadership he is giving FTC.

A deliberate curtain of secrecy has descended over FTC's plan for St. Regis, possibly because the commission is venturing into untested areas. The investigative process has always been carried out in secret at the staff level. Whether the St. Regis procedure will remain secret, now that the commission itself has intervened, is one of the developments that is awaited next week.

■ Under Chairman Dixon a great deal of intellectual ferment has been under way within FTC, as staff members have been looking for more effective ways of doing their jobs. One of the most common expressions is that the FTC Act itself contains vast grants of power which are not being used.

Last year the commission discovered the investigate-by-mail authority, and this has been immensely effective in speeding up industrywide investigation.

The new "investigative hearing" was originally visualized as something similar to the congressional investigation, which would enable FTC to turn a spotlight on evil practices, with a view toward getting compliance with a minimum of litigation.

■ Just what FTC has in mind for St. Regis is impossible to forecast. In merger cases the commission needs hard-to-get product-line information. The company has been withholding these types of statistics, which are indispensable in a merger investigation.

Only last week the Supreme Court ruled that St. Regis must let FTC have copies of census reports which are in its files (*see editorial on Page 16*). This Supreme Court victory seems to have become the signal for a new FTC effort to wind up the St. Regis investigation.

■ Officials of St. Regis profess to be unaware of what faces them. They report that the subpoena was served, instructing them to report before the commission. In the past the investigation has been handled at the staff level; although there have been "investigative hearings," they were held before a staff member or a hearing examiner delegated to take testimony.

St. Regis asked the commission to postpone the hearing, or to modify the subpoena, so that no more than two of the company's executives need to be away from their desks at one time. Yesterday, FTC, by a four to one vote, turned down the motion, asserting that no proof of hardship was established. Commissioner William Kern dissented, but the scope of his dissent was not indicated.

■ Chairman Dixon's experience on Capitol Hill cropped up in another FTC matter this week. The commission is preparing to review an examiner's decision dismissing monopoly charges which were lodged against six major antibiotics manufacturers. The companies asked that Chairman Dixon disqualify himself, in view of his role as counsel for Sen. Kefauver's drug investigation.

Chairman Dixon refused, and the commission refused to order him to step aside. Its ruling said the question of whether he should disqualify himself is a subjective matter which the other commissioners are not qualified to decide.

Nielsen Network TV

Two Weeks Ending Dec. 3, 1961

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Macy's Thanksgiving Parade (Lionel Corp., Remco Industries, NBC)	18,572
2	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	18,150
3	Bonanza (Chevrolet, NBC)	16,696
4	Hollywood—The Golden Years (Procter & Gamble, NBC)	16,650
5	National Football League (Several sponsors, CBS)	16,509
6	Hazel (Ford, NBC)	15,618
7	Perry Mason Show (Several sponsors, CBS)	15,430
8	Gunsmoke-10:30 p.m. (S.C. Johnson, Remington Rand, General Foods, CBS)	15,243
9	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	15,102
10	Rawhide (Several sponsors, CBS)	14,586

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Macy's Thanksgiving Parade (Lionel Corp., Remco Industries, NBC)	39.6
2	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	38.7
3	Bonanza (Chevrolet, NBC)	35.6
4	Hollywood—The Golden Years (Procter & Gamble, NBC)	35.5
5	National Football League (Several sponsors, CBS)	35.2
6	Hazel (Ford, NBC)	33.3
7	Perry Mason Show (Several sponsors, CBS)	32.9
8	Gunsmoke-10:30 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	32.5
9	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	32.2
10	Rawhide (Several sponsors, CBS)	31.1

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	14,633
2	Bonanza (Chevrolet, NBC)	14,586
3	Gunsmoke-10:30 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	14,117
4	Hazel (Ford, NBC)	14,023
5	Gunsmoke-10 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	13,789
6	Perry Mason Show (Several sponsors, CBS)	13,460
7	Macy's Thanksgiving Parade (Lionel Corp., Remington Industries, NBC)	12,944
8	Red Skelton Show (Sinclair, S. C. Johnson, CBS)	12,944
9	Hollywood—The Golden Years (Procter & Gamble, NBC)	12,851
10	The Defenders (Several sponsors, CBS)	12,194

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Wagon Train (R. J. Reynolds, National Biscuit Co., NBC)	31.2
2	Bonanza (Chevrolet, NBC)	31.1
3	Gunsmoke-10:30 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	30.1
4	Hazel (Ford, NBC)	29.9
5	Gunsmoke-10 p.m. (S. C. Johnson, Remington Rand, General Foods, CBS)	29.4
6	Perry Mason Show (Several sponsors, CBS)	28.7
7	Macy's Thanksgiving Parade (Lionel Corp., Remington Industries, NBC)	27.6
8	Red Skelton Show (Sinclair, S C. Johnson, CBS)	27.6
9	Hollywood—The Golden Years (Procter & Gamble, NBC)	27.4
10	The Defenders (Several sponsors, CBS)	26.0

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

TvQ's Top Ten

For Nighttime Network TV

Second November Report, 1961

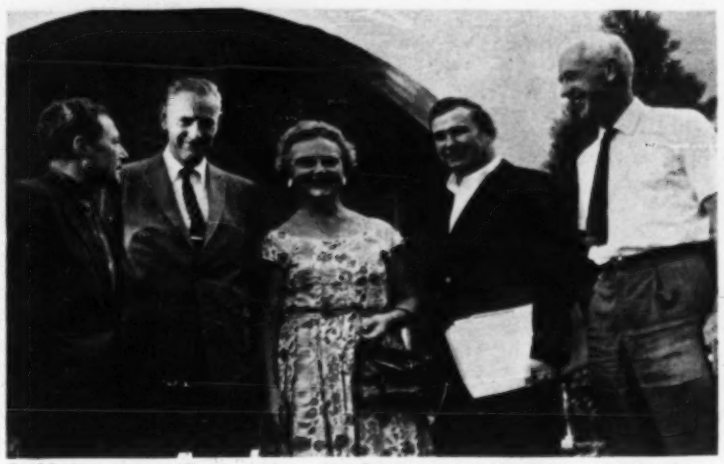
Rank	Program	TvQ Score
1.	Ben Casey (Several sponsors, ABC)	50
2.	Saturday Night Movies (Several sponsors, NBC)	49
3.	Bonanza (Chevrolet, NBC)	48
4.	Red Skelton (S. C. Johnson, Best Foods, CBS)	46
4.	Walt Disney's Wonderful World of Color (RCA, Eastman Kodak, NBC)	46
6.	Sing Along with Mitch (Several sponsors, NBC)	45
6.	Andy Griffith Show (General Foods, CBS)	45
8.	Wagon Train (Nabisco, Ford, R. J. Reynolds, NBC)	43
8.	International Showtime (Several sponsors, NBC)	43
10.	Gunsmoke (Remington Rand, General Foods, S. C. Johnson, CBS)	42
10.	Perry Mason (Several sponsors, CBS)	42

Note—Home Testing Institute arrives at what it calls a TvQ rating by dividing the number of people who say they are familiar with a program into the number terming it "one of my favorites."

This second November report is based on approximately a ten-day period, starting Nov. 12. The institute has been releasing reports at about two-week intervals since October for more frequent measurement in the early part of the season. After December, reports will be published at four- or five-week intervals.

Candy Makers See Sweet '62

National Confectioners Assn., Chicago, estimates some 3.2 billion lbs. of candy, worth $1.28 billion at wholesale, will be sold next year, a 3% gain over the estimated record production and sales in 1961. The growing U.S. population, and particularly the increase in number of children and teen agers, are prime reasons for the optimistic forecast, the association said.



Stadthagen Fargo Mrs. Fargo Harris Knight

VAC MEETING—*Verified Audit Circulation Corp. held its sixth annual meeting in Cuernavaca earlier this month. Enjoying the climate were John B. Knight, VAC president; Mr. & Mrs. H. D. Fargo Jr., Telephony Publishing Co.; Heinz A. Stadthagen, Griswold-Eshleman; and Denton O. Harris, United Publishing Co.*

Minow Challenges Broadcasters to Cite One Case of Censorship

(Continued from Page 10)

depreciated value of $2,500,000. Last year their revenues were $17,000,000, and income before taxes $5,600,000, he noted. "You business men can draw your own conclusion on the rate of return."

■ He said he does not quarrel with tv's prosperity. "We want to encourage this industry to profit, to be strong, to grow, to do well. And, tv, unlike radio in many cases, is doing extremely well.

"But you should be aware of your local television stations' healthy capacity to serve your community's needs in the way of public service. And I cite these figures to make a point: That owning a television station in a community like this is an immensely profitable business and is immensely profitable because the owner enjoys a limited monopoly conferred on him by the U.S. government."

He cited FCC's current experience with new vhf channels in Rochester, Grand Rapids and Syracuse to illustrate the value of the franchises the commission is handing out. At last count, he said, there were 28 applicants for three channels that are available.

"How should FCC select the lucky three winners out of the 28 applicants?" he asked. "The industry's estimate is that each winner will receive a license worth at least $1,000,000. And he won't even have to reimburse his government for the cost of awarding it to him. Yet he has to pay for his fishing license and his dog license."

■ Taking promises seriously is the least FCC can do in selecting a winner on the basis of promises, Chairman Minow argued. Yet, he contended, it is this holding of a licensee to his word that is under attack these days, by industry spokesmen, as censorship—as interference with free speech and worse.

"One would think that taking promises seriously was somehow revolutionary," he said.

A portion of Chairman Minow's speech was devoted to the "promise of tv in the second decade of its development, which it is now entering." He touched on these points:

- **International worldwide live television:** It will come within a decade.
- **Educational tv:** A fourth network will emerge, dividing its time between daytime programing for classrooms and nighttime programing for adults "seeking intellectual and spiritual adventure, rather than action adventure."
- **More stations:** In a nation growing at the rate of 3,000,000 people a year, we will inevitably have either more channels or more regulation. Since we can't achieve more on the present vhf band, we must find ways of using all the channels available to television.

■ While the speech was a frontal reply to industry members who contend that Chairman Minow has been saying too much about programs, the speech was devoid of the sharp phrases that abounded in the "wasteland" speech which he delivered before the National Assn. of Broadcasters last May.

Perhaps indicating his intention of taking a more conciliatory stand in his discussion of industry problems, the press release summary of the speech distributed by FCC devoted the entire first half to the portion of the speech touching on tv's future, although that portion of the speech appeared in only the last two pages of a 12-page text.

What some broadcasters want, Chairman Minow suggested, is for FCC to stand mute and be alert enough only to rubber stamp license renewals every three years.

"They would like us to see no evil, hear no evil, and speak no evil. But those of us at the FCC have a right to freedom of expression, too," he said.

■ "I will continue to speak out, to nudge, to exhort, to urge those who decide what goes on the air to appeal to our higher, as well as our lower, tastes. And I won't stop telling the public it can insist on holding the standards high. The broadcasters will no more censor the FCC than the FCC will censor broadcasting."

As if to prove the point, Chairman Minow reminded the club that last September, with the concurrence of the Attorney General, he urged networks to get together to see if something could be done to upgrade the quality of children's programing. He said networks met, failed to agree, and then dropped the subject.

"I am sorry they dropped it," he said, "for I still think children's programs could be improved. But it is not the government's business to improve them—it is the broadcasters'. What we at the FCC can do is suggest the need for improvement, and I intend to continue to make suggestions—and I hope you will too."

■ He said there is improvement—much improvement—going on in tv. "This is because the broadcasters are taking their own do-it-yourself program to heart. Gov. LeRoy Collins and the National Assn. of Broadcasters are constantly, vigorously and successfully persuading the industry to adhere to high standards," he said.

"And we are doing all we can to create an atmosphere in which the industry can fulfill its potential contributions to this nation." #

British TV Body Cites Need for Two More Nets

(Continued from Page 2)

program companies have been brought into operation by the ITA, but still the viewer in any given area has an effective choice between only two alternatives—the commercial network or the BBC.

■ "In comparison with other means of communication, notably the press and publishing, this is a high degree of concentration," the authority said.

"This prevailing situation in broadcasting leads the authority emphatically to conclude that any new television service should be independent of the other two, and indeed that this principle of independence is more important than the way in which the service is organized."

The third service ought also to be self-supporting, ITA said. But whatever its form, the third service should be independent of BBC or a program company, it argued.

The competition engendered since the introduction of commercial television in 1955 has brought a markedly higher level of programing, ITA said.

"The authority believes that the last six years should have abolished the fear that competition lowers standards," the Authority said. "It has manifestly raised them."

■ The ITA made it clear that the Television Act, which created the existing commercial network, did not itself preclude the introduction of two directly competing commercial services from 1955 onward. But without more channels this was technically impossible except by leaving important areas of Britain uncovered by commercial television at all. Coverage, it said, had to take priority over competition.

The authority went on to recommend that a fourth service be created, also independent but specialized for education.

Such a service should be regarded not as "highbrow" but as a teaching service for all those eager to learn about any subject, develop some ability, or cultivate some interest. It should be aimed at an audience of all ages and classes and intellectual levels.

■ "An educational service could not earn the whole of its own income," the authority warned.

There should be one vital condition, said the authority. The introduction of such a service should not be held to justify, or be accepted as an excuse for, any reduction in the serious programs or general balance of the general services. #

'Digest' Names Two

Richard F. McLoughlin, a member of the Detroit sales staff of *Reader's Digest* since 1956, has been named manager of the Detroit office. He succeeds Charles D. Hepler, recently appointed director of advertising sales for the *Digest's* U.S. edition in New York. Donald B. Horton, formerly with *Fortune*, has joined *Reader's Digest* in New York.

December Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960
Alabama Farmer: (mon)										
#North Edition	6.0	——	76.4	——	4,507	——	57,693	——	4,287	——
#South Edition	6.2	——	81.1	——	4,696	——	61,287	——	4,476	——
Average 2 Editions ...	6.1	——	78.7	——	4,602	——	59,490	——	4,381	——
†American Agriculturist (mon)	16.8	21.2	306.4	361.0	12,202	15,448	223,083	262,752	10,582	13,073
§Arizona Farmer-Ranchman (bw)	44.2	50.2	607.7	678.7	33,484	37,967	459,489	513,149	32,702	36,529
Arkansas Farmer: (mon)										
#Delta Edition	6.2	10.7	166.9	194.5	6,240	8,055	126,205	147,060	6,116	7,629
#Western Edition	8.6	10.5	127.3	175.0	6,517	7,885	96,241	132,266	6,393	7,459
Average 2 Editions ...	8.4	10.6	147.1	184.7	6,379	7,970	111,223	139,663	6,255	7,544
Better Farming Methods: (mon)										
#Eastern Edition	4.8	7.1	204.8	212.6	2,043	3,063	87,845	91,196	2,043	3,063
#Central Edition	6.8	7.1	234.3	234.1	2,901	3,063	100,495	100,421	2,901	3,063
#Southern Edition ...	5.8	7.1	213.6	224.8	2,472	3,063	91,632	96,454	2,472	3,063
#Western Edition	4.8	7.1	187.3	212.4	2,043	3,063	80,350	91,106	2,043	3,063
Average 4 Editions ...	5.5	7.1	210.0	221.0	2,365	3,063	90,081	94,794	2,365	3,063
Business Farming (mon) .	13.6	14.0	291.1	341.4	6,138	6,386	131,052	153,781	5,300	4,430
§California Farmer: (sm)										
Central Valley Edition .	36.7	36.5	443.0	447.5	23,276	22,115	320,550	324,026	22,497	21,668
Northern & Comb. Edition	40.8	40.4	527.7	497.0	25,925	24,440	372,323	360,624	25,380	23,993
Southern Edition	36.4	33.9	436.5	427.1	23,148	20,559	305,386	308,815	22,241	19,644
Average 3 Editions ...	37.9	36.9	469.1	457.2	24,116	22,371	332,753	331,155	23,373	21,768
Colorado Rancher & Farmer (sm)	19.2	22.3	404.9	424.0	14,498	16,906	307,306	320,905	13,245	15,016
Dakota Farmer (sm)	27.3	32.9	459.9	579.3	21,370	25,770	360,600	454,166	19,126	24,386
Electricity on the Farm (mon)	5.1	7.2	94.3	110.4	1,422	2,485	32,207	38,075	——	——
The Farmer (sm)	34.2	49.5	905.1	956.3	26,839	38,816	709,610	749,750	23,032	34,551
Farmer-Stockman: (mon)										
‡#Kansas Edition	19.9	——	92.8	——	15,136	——	70,564	——	13,223	——
#Oklahoma Edition ...	21.7	16.6	382.2	351.4	16,491	12,612	290,453	266,795	14,578	11,249
#Texas Edition	19.4	14.8	324.5	327.0	14,760	11,254	246,610	248,554	13,417	9,694
*Average 2 Editions ..	20.3	15.7	353.3	339.0	15,463	11,933	268,532	257,675	13,739	10,473
Farm Journal: (mon)										
#Central Edition	51.0	63.7	915.0	989.1	21,861	27,332	392,536	424,335	20,689	26,143
#Eastern Edition	58.1	61.9	805.6	828.6	24,930	26,544	345,599	355,485	23,758	25,355
#Southeastern Edition	39.6	55.2	641.8	698.9	16,997	23,685	275,321	299,849	15,825	22,496
#Southwestern Edition	39.6	54.7	665.1	708.4	16,997	23,471	285,336	303,925	15,825	22,282
#Western Edition	46.8	62.2	803.5	859.6	20,071	26,688	344,701	368,776	18,899	25,499
Average 5 Editions ...	47.0	59.5	766.2	817.0	20,171	25,544	328,699	350,474	18,999	24,355
††Farm Quarterly (q) ...	——	——	414.0	391.9	——	——	191,238	180,958	45,877	41,957
Farm & Ranch—Southern Agriculturist: (mon)										
#Southeastern Edition .	20.0	25.1	339.6	377.8	8,580	10,787	145,676	162,096	7,276	9,376
#Southwestern Edition .	18.7	24.0	349.8	389.4	8,026	10,283	150,053	167,031	6,509	8,762
Average 2 Editions	19.5	24.7	343.6	382.4	8,364	10,590	147,383	164,017	6,977	9,136
Georgia Farmer: (mon)										
#North Edition	6.0	5.6	92.1	137.5	4,564	4,284	69,603	104,008	4,515	4,168
#South Edition	6.0	5.3	114.1	160.1	4,564	4,023	86,288	121,061	4,515	3,937
Average 2 Editions ...	6.0	5.5	103.1	148.8	4,564	4,153	77,946	112,534	4,512	4,053
Indiana Farmer (mon) ..	10.7	11.4	200.2	179.4	8,230	8,787	153,736	137,788	7,346	7,809
‖§Kansas Farmer	30.0	26.8	472.2	407.9	23,018	20,591	362,639	313,229	16,292	17,556
**Kentucky Farmer (mon)	11.7	11.3	156.0	204.1	8,996	8,640	119,771	156,771	7,891	7,705
§Michigan Farmer (sm) .	29.8	32.1	533.9	563.7	22,821	24,645	410,040	432,908	17,246	19,852
Mississippi Farmer: (mon)										
#Delta Edition	6.0	7.3	102.3	144.1	4,522	5,542	77,332	109,013	4,457	5,277
#Eastern Edition	5.9	7.9	72.2	124.3	4,473	5,962	54,593	93,956	4,408	5,697
Average 2 Editions ...	6.0	7.6	87.3	134.2	4,498	5,752	65,963	101,485	4,433	5,487
‖§Missouri Ruralist (sm)	32.3	25.9	477.0	406.1	24,828	19,910	366,364	311,878	19,161	17,054
Montana Farmer-Stockman (sm)	30.4	39.4	588.8	663.0	22,987	29,785	445,113	501,256	15,812	24,146
Nebraska Farmer (sm) ..	43.7	44.7	934.6	970.4	33,038	33,819	706,657	733,862	25,198	26,721
‡‡§New England Homestead (sm)	15.0	18.8	217.5	281.2	10,512	13,182	146,365	196,831	8,497	10,176
New Mexico Farm & Ranch (mon)	12.7	9.3	227.2	234.1	9,583	7,042	172,090	180,190	9,471	6,895
§Ohio Farmer (sm)	33.4	36.0	660.6	669.3	25,686	27,659	507,320	514,005	19,378	20,803
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	19.9	24.5	398.7	393.2	15,060	18,537	301,387	297,296	13,968	17,378
The Oregon Farmer ...	17.6	23.0	342.4	370.0	13,316	17,409	258,840	279,712	12,199	16,223
The Utah Farmer	23.1	25.2	395.2	378.7	17,478	19,044	298,801	286,297	14,365	17,612
The Washington Farmer	18.5	23.3	362.1	389.9	13,996	17,595	273,717	294,743	12,834	16,346
§Pennsylvania Farmer (sm)	28.4	24.7	484.0	471.3	21,777	18,996	371,680	361,967	18,443	16,435
Prairie Farmer: (sm)										
#Illinois Edition	38.8	43.6	1,068.8	1,083.4	28,254	31,790	778,092	788,717	22,211	25,252
#Indiana Edition	35.9	39.5	1,011.3	1,034.3	26,150	28,708	736,274	753,007	20,107	22,170
Average 2 Editions ...	37.4	41.6	1,026.3	1,058.8	27,202	30,249	747,180	770,862	21,159	23,711
Progressive Farmer: (mon)										
#Carolina-Va. Edition .	40.7	40.8	736.2	813.6	27,681	27,733	500,582	553,269	26,127	26,103
#Ga.-Ala.-Fla. Edition	40.2	41.3	761.3	819.2	27,358	28,078	517,679	557,060	25,885	26,463
#Ky.-Tenn.-W.Va. Edition	37.8	36.9	698.9	768.7	25,701	25,114	475,248	522,705	24,427	23,713
#Miss.-La.-Ark. Edition	37.6	37.4	712.2	761.5	25,539	25,412	484,267	517,815	24,207	23,907
#Texas Edition	38.2	37.9	718.9	786.1	25,959	25,840	488,877	534,574	24,483	24,119
Average 5 Editions ...	38.9	38.9	725.5	789.8	26,448	26,435	493,333	537,085	25,026	24,861
Rural New-Yorker: (mon)										
#New York-New England Edition	12.6	10.7	222.8	229.5	9,636	8,150	170,180	175,192	7,338	6,373
#Penn-Jersey Farming Ed.	11.9	9.0	209.9	216.2	9,063	6,788	160,368	164,710	6,765	5,011
Average 2 Editions ...	12.3	9.9	216.4	222.9	9,350	7,469	165,274	169,951	7,052	5,692
Southern Planter: (mon)										
#Va., W.Va., Md., Del. Ed.	10.8	9.3	228.0	254.4	7,553	6,518	159,668	178,128	7,193	6,117
#N. Car., S. Car., Ga. Ed.	11.1	6.9	179.2	211.5	7,728	4,859	125,448	147,983	7,368	4,458
Average 2 Editions ...	11.0	8.1	203.6	233.0	7,646	5,689	142,558	163,056	7,286	5,288
Successful Farming (mon)	40.7	42.7	760.9	858.9	18,320	19,218	342,404	386,489	17,699	18,625
**Tennessee Farmer & Homemaker (mon) ..	8.7	6.5	114.9	143.6	6,698	4,974	88,205	110,278	5,884	4,296
Wallaces' Farmer (sm) ..	41.4	43.8	996.7	1,038.3	32,471	34,321	781,376	814,036	26,408	28,432
Western Crops & Farm Management (mon) ...	11.6	11.9	255.2	254.8	4,955	5,112	109,498	109,306	4,955	5,112
Western Farm Life: (sm)										
#Regular Edition	7.6	9.4	199.4	212.8	5,987	7,403	155,881	166,849	3,305	5,526
#Eastern Edition	8.3	12.4	251.8	270.1	6,561	9,765	197,427	211,825	3,879	7,888
Average 2 Editions ...	8.0	10.9	225.3	241.5	6,274	8,584	176,654	189,337	3,592	6,704
Wisconsin Agriculturist (sm)	30.8	27.8	696.6	689.7	24,102	21,780	547,037	543,766	23,804	21,382
Wyoming Stockman-Farmer (mon)	39.7	33.7	570.4	523.1	30,828	26,390	446,494	403,288	23,818	22,074
Total Group	624.7	669.7	12,863.6	13,696.8	426,003	453,110	8,741,793	9,288,350	411,224	436,977

#Not included in totals. §Not included in totals; as December figures were unavailable as this issue went to press November figures are shown. †Changed from semi-monthly to monthly publication July 1961. ‡First published September 1961. *The December 1961 figure is the average for all three editions. All other figures are the average for only Oklahoma and Texas editions. ††Published quarterly in February, May, August and November. **Changed from 784-line page to 768-line page January 1961. ‡‡Changed from semi-monthly to monthly publication May 1961. ‖Changed from 760-line page to 768-line page January 1961.

Newspaper-Distributed Farm Sections

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960
Iowa Farm & Home Register (mon)	5.9	5.6	153.3	186.3	5,882	5,564	153,337	186,305	5,650	5,341
Texas Ranch & Farm (mon)	2.7	5.7	113.7	136.9	2,674	5,656	113,666	136,906	2,520	5,488
Total Group	8.6	11.3	267.0	323.2	8,556	11,220	267,003	323,211	8,170	10,829

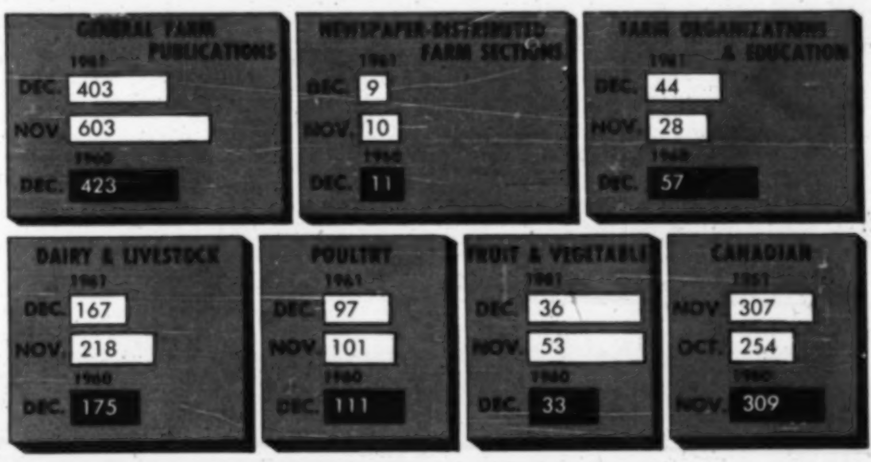
Farm Organizations and Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960
†Agricultural Leaders' Digest (mon)	——	——	72.3	72.9	——	——	31,021	31,246	3,707	2,734
Buckeye Farm News (mon)	16.1	22.4	183.3	173.2	7,231	10,097	87,185	78,120	——	——
County Agent & Vo-Ag Teacher (mon)	5.2	7.4	225.2	262.5	2,251	3,184	96,608	112,593	2,251	3,184
§Iowa Farm Bureau Spokesman (w)	29.4	39.2	501.7	558.7	29,841	39,788	509,006	567,080	28,016	37,070
Michigan Farm News (mon)	2.0	2.6	29.2	28.3	4,648	5,974	67,906	65,750	——	——
Missouri Farmer (mon) ..	11.1	11.3	167.9	150.4	4,669	4,743	70,213	63,171	2,703	4,094
National 4-H News (mon)	38.3	50.4	182.1	251.6	16,086	21,165	76,581	105,706	16,086	21,165
National Future Farmer (bm)	17.1	22.2	151.0	196.9	7,328	9,696	65,155	85,497	7,328	9,696
*Nation's Agriculture (mon)	3.1	4.8	51.6	61.7	1,675	2,084	22,131	26,448	1,271	1,932
§Washington Grange News: (sm)										
East Edition	10.6	13.0	142.0	149.3	11,494	14,154	154,378	162,040	11,158	13,874
West Edition	10.7	13.3	139.5	148.9	11,592	14,406	151,354	161,532	11,256	14,126
Average 2 Editions ...	10.6	13.1	140.7	149.1	11,543	14,280	152,911	161,840	11,207	14,000
Total Group	92.9	121.1	1,062.6	1,197.5	43,888	56,943	516,800	568,531	33,346	42,805

§Not included in totals; as December figures were unavailable as this issue went to press November figures are shown. †November and December issues combined. *Changed from 450-line page to 429-line page April 1961.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960
The Cattleman (mon) ...	63.0	67.4	1,101.1	1,064.9	26,446	28,319	462,472	447,259	11,319	10,490
§Corn Belt Farm Dailies: (d)										
The Drovers Journal, Chicago ...	37.4	33.3	338.0	343.8	80,657	71,932	728,824	741,293	38,104	32,772
The Drovers Telegram, Kansas City	41.7	31.0	327.7	318.2	89,897	66,681	706,680	686,047	38,459	28,766
The Stockman's Journal, Omaha	48.2	40.8	389.2	394.4	104,011	88,055	839,234	850,272	45,449	43,788
The Livestock Reporter, St. Louis	28.6	23.8	250.3	258.9	61,749	51,296	539,663	558,200	33,237	30,714
§Dairymen's League News (bw)	11.6	10.2	141.6	156.9	8,449	7,453	103,064	114,242	8,024	6,937
Feedlot (mon)	22.1	21.5	324.3	236.3	9,296	9,030	136,206	99,246	9,268	9,016
Florida Cattleman (mon)	64.3	69.9	808.5	865.7	27,005	29,385	339,565	363,640	15,139	14,518
Hoard's Dairyman (sm) .	36.5	35.8	675.4	708.0	26,551	26,085	491,695	515,390	21,194	20,629
Livestock Breeder Journal (mon)	56.0	58.2	826.1	844.3	23,436	24,437	351,358	354,602	——	——
National Hog Farmer (mon)	16.1	13.6	297.2	267.2	16,342	13,804	301,649	271,213	15,308	13,320
National Livestock Producer (mon)	10.3	15.7	201.9	222.3	7,519	11,501	147,015	161,835	7,170	10,568
Western Dairy Journal (mon)	25.1	36.4	348.3	449.7	10,719	15,996	152,472	192,793	5,815	7,882
Western Livestock Journal: (mon)										
#Mts. & Plains Edition	32.8	24.6	698.7	797.3	14,060	10,552	299,802	341,999	5,128	4,159
#Pacific Slope Edition	57.4	52.2	1,089.8	1,104.9	24,640	22,379	467,594	474,010	6,013	7,063
Average 2 Editions ...	45.1	38.4	894.3	951.1	19,350	16,466	383,698	408,005	5,571	5,611
§Western Livestock Reporter (w)	41.9	34.5	382.8	363.2	56,314	46,368	513,138	488,111	9,352	17,094
Total Group	338.5	356.9	5,477.1	5,609.5	166,664	175,023	2,766,130	2,813,983	90,784	92,034

#Not included in totals. §Not included in totals; as December figures were unavailable as this issue went to press November figures are shown.

Poultry

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960	Jan.-Dec. 1961	Jan.-Dec. 1960	Dec. 1961	Dec. 1960
American Poultry Journal: (mon)										
#Egg Producer Eastern Edition	4.9	12.0	114.1	164.5	2,096	5,129	48,953	70,584	1,122	2,843
#Egg Producer Midwest Edition	5.4	12.3	119.5	182.3	2,306	5,271	51,268	78,216	1,332	3,300
#Egg Producer Pacific Edition	5.4	11.9	118.1	181.8	2,320	5,105	50,681	78,000	1,122	2,669
#Egg Producer Southern Edition ...	5.9	12.5	119.6	187.8	2,525	5,355	51,294	80,566	1,122	3,101
#Broiler Producer Edition	6.9	8.0	66.7	98.9	2,967	3,435	28,601	42,431	2,967	3,435
#Turkey Producer Edition	7.0	9.0	91.5	125.1	2,989	3,858	39,233	53,661	2,137	2,473
Average 6 Editions ...	5.9	10.9	104.9	156.7	2,534	4,692	45,005	67,243	1,634	2,970
Broiler Business (mon) ..	24.3	23.5	362.9	322.7	10,412	10,081	155,667	138,417	7,969	8,508
Broiler Industry (mon) .	24.4	28.8	372.8	367.0	10,975	12,946	167,852	165,178	7,825	10,321
Everybodys Poultry Magazine (mon)	18.7	23.9	214.7	241.1	8,010	10,261	92,100	103,480	4,454	5,362
Georgia Poultry Times (w)	30.8	33.1	347.8	333.1	32,844	35,294	371,350	355,614	28,272	30,016
§The Poultryman: (w)										
Dixie Edition	19.4	11.3	193.8	151.7	21,113	12,293	210,348	164,577	12,789	3,305
National Edition	14.3	9.6	167.1	137.1	15,583	10,404	181,376	148,822	7,889	3,305
New England Edition ..	17.9	15.0	212.2	187.1	19,405	16,266	230,260	203,067	10,409	6,508
New Jersey Edition ...	18.2	18.8	202.7	205.6	19,761	20,413	219,961	223,122	10,499	10,950
Poultry Tribune: (mon)										
#Eastern Edition	19.2	23.3	401.5	406.7	8,233	9,976	172,264	174,492	4,508	5,047
#Midwest Edition	18.2	23.3	391.9	409.8	7,811	10,012	168,134	175,794	4,240	6,496
#Pacific Edition	32.0	32.1	500.8	516.3	13,734	13,782	214,822	221,489	7,157	6,462
#Southeast Edition ...	22.5	25.5	452.8	461.8	9,638	10,957	194,253	198,091	5,055	5,476
#Southwest Edition ...	17.5	21.7	371.0	400.9	7,510	9,306	159,146	171,982	3,510	4,646
Average 5 Editions ...	21.9	25.2	423.6	439.1	9,385	10,807	181,724	188,369	4,894	5,626
Turkey World: (mon)										
#Central Edition	53.8	66.1	516.1	495.5	23,076	28,352	221,420	212,562	13,050	15,371
#Eastern Edition	52.3	61.5	486.7	483.0	22,418	26,372	208,773	207,227	12,249	14,063

(Continued on Page 40)

‡Western Edition	51.9	63.6	496.3	490.9	22.272	27.294	212.903	210.610	12.173	14.635
Average 3 Editions ...	52.7	63.7	499.7	489.8	22.589	27.339	214.366	210.134	12.491	14.689
Total Group	178.7	209.1	2,326.4	2,349.5	96,749	111.426	1,228.064	1,228.435	67.539	77,492

‡Not included in totals. ∫Not included in totals; as December figures were unavailable as this issue went to press November figures are shown.

Fruit & Vegetable

American Fruit Grower (mon)	12.8	11.5	291.8	339.6	5,548	4,955	126,062	146,709	4,940	4,559
American Vegetable Grower (mon)	19.5	17.1	284.5	294.6	8.413	7.400	122.900	127.288	8,083	7,164
California Citrograph (mon)	18.0	17.8	277.1	267.1	12.124	11.984	186.426	179.406	11.718	11.648
Florida Grower & Rancher (mon)	26.8	25.3	264.0	300.1	18.229	17.171	179.524	204.068	17.584	16.405
Vegetable Growers Messenger (bm)	—	—	70.9	65.4	—	—	29.778	27.468	—	—
Western Fruit Grower (mon)	22.1	21.5	308.7	325.7	9.463	9.030	117.785	136.794	9.463	9.030
Total Group	99.2	93.2	1,497.0	1,592.5	53.777	50.540	762.475	821.733	51.788	48.806

Canadian (November)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960	Jan.-Nov. 1961	Jan.-Nov. 1960	Nov. 1961	Nov. 1960
Le Bulletin des Agriculteurs (mon) ...	43.2	45.1	476.9	551.2	30.255	31.578	333.805	385.852	30.255	31.578
Country Guide (mon) ...	24.5	28.6	355.6	388.9	17,659	20,593	256,008	280,003	17,659	20,593
†Family Herald (w)	85.1	95.4	780.7	794.2	82.974	93,061	761.256	774,355	55.237	64,668
Farmer's Advocate & Canadian Countryman (sm)	26.9	26.5	379.6	419.4	18.797	18.547	265.748	293.553	15.580	14.567
Free Press Prairie Farmer (w)	91.1	89.0	923.9	978.9	101.391	99.528	1.018.410	1.084.578	47.642	44.551
†Western Producer (w) ..	51.9	42.7	587.2	635.6	55.513	45.669	628.272	680.071	33.197	23.802
Total Group	322.7	327.3	3,503.9	3,768.2	306.589	308.976	3,263.499	3,498.412	199.570	199.759

†Five issues November 1961; four issues November 1960.

Rumrill Moves into Consumer Goods, Sees Billings Hitting $15,000,000 in '62

Agency Figures Its Charges by Starting With Profit Objective

ROCHESTER, Dec. 19—Rumrill Co.—an agency whose people either go home to lunch or just spend lunchtime practicing the bagpipe in the parking lot—expects to bill $12,600,000 this year and to go on to $15,000,000 next year. And much of that money will come from such major advertisers as Du Pont, Eastman Kodak and Alcoa.

Rumrill is unusual in other ways. For one, it seems to be run successfully by a committee. For another, it began to "realize people have to eat and brush their teeth" and has managed in half a dozen years to remake itself from a 100% industrial shop to a 55% package goods agency. In addition, it believes in the know-your-costs and remember-you're-in-business-to-make-money approach.

One executive who keeps the agency on the road to profits is Alfred W. Vitale, financial vp and controller, whose credo is simple: "I bill actual."

■ "My idea," said Mr. Vitale, onetime Price, Waterhouse accountant, "is that when you sell something in advertising you sell the whole concept, from the invoice to the finished product." Rumrill likes to use the 15% arrangement "merely as a base." It has flat fee deals with some clients and minimum income guarantees with others.

■ The Du Pont fabrics division, for instance, which moves in from Batten, Barton, Durstine & Osborn Jan. 1, goes into Mr. Vitale's books as an all-fee client. That's mostly because the division's new product entry, Fam (for footwear and accessories material), probably won't get advertised until 1963; in the meantime, Rumrill will collect fees for its marketing research work.

According to Mr. Vitale, the agency's ideas on finances "definitely" weighed in Du Pont's decision to assign it the Fam business.

■ "Each agency service stands or falls on its own ability to produce a reasonable profit. Costs to clients for these individual services are determined separately, sort of separate businesses operating under a holding company." That way, said Mr. Vitale, "Rumrill knows its prices are competitive" and the client understands "he's not paying excess dollars to subsidize the existence of any other agency service being purchased by other clients."

Setting up the "hybrid" system was no cinch. "To relate agency cost to income, we had to build a 'chain' of interlocking policies, procedures and concepts," he said. Today Rumrill uses the end result as a yardstick for both budgets and performance, something like this:

how to pull a fast one
Is yesterday soon enough?
ALCOA HOME CABLE
racing colors
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

VARIED OUTPUT—*These are samples of current Rumrill ads.*

If Rumrill wants to realize a net profit of, say, 8% on gross income, then the dollar costs of direct labor, indirect labor and overhead must be kept within certain percentage bounds. Each office manager, account supervisor and department head is charged with keeping direct labor at about 40% of his realized gross. Another Rumrill exec tries to keep overhead (operating costs other than salaries and taxes) at around 2% of gross. Added Mr. Vitale: "It ends haggling among sales, creative and financial personnel."

Rumrill's budget is flexible, but "our experience over the past few years has resulted in a profit variance of less than 1%." Another thing that's helped is the shop's attitude toward client services: If direct labor costs are running below the 40% figure, Rumrill gives the client extra services or hires more people to work on the account. On the other hand, service is reduced—or the agency asks for a fee—if labor costs shoot above 40%.

One of the things that brought about Rumrill's tailored "profit concept" was the fact that branch offices have been added over the years, and each has had to shift for itself from the profit standpoint.

In January, 1957, Rumrill acquired Baldwin, Bowers & Strahan, Buffalo, which now bills about $2,500,000. Later the same year Moser & Cotins, Utica, came into the fold; it's doing $1,500,000. The local Rochester office (agency headquarters) expects to bill $7,850,000 this year. Last January—mainly to service more Du Pont business—Rumrill opened a New York office, whose 1961 billings are expected to zoom to $3,000,000 in 1962.

■ The New York office got off the ground in a hurry. First there were Du Pont's explosives department and petroleum chemicals division (in the house since 1956); Pflauder Permutit's Permutit division; Simplex Valve & Meter Co., a Pflauder subsidiary; and later the Vermont State Development Commission. (Vermont left a couple of weeks ago because it was unhappy about the bucolic "cow" image it felt its ads were creating; Hays Advertising, Burlington, Vt., picked up the business.)

Then Rumrill added clients like B.W.B. Foods (Grandma Brown's beans and bean soup); Merckens Chocolate Co.; Olney & Carpenter (French fried onions, boiled onions and potato sticks); and Tiernan National Sales (Vadecum toothpaste).

Some others were Charles Gulden Inc. (mustard) and Lee & Perrins (Worcestershire sauce), which followed Donald Brant, formerly a partner of Croott & Brant, to Rumrill. Next came Du Pont's fabrics and topping off the business from Wilmington—the latest transfer (AA, Nov. 27) from BBDO: electrochemicals, industrial and biochemicals, and pigments, worth $800,000.

Widmer Wine Cellars, billing around $125,000, recently entered the Rumrill shop. This helped firm up the 45% industrial-55% consumer balance of an agency which, in the mid-1950s, was solidly in the industrial business.

■ Why the shift? How did Rumrill work itself into the big leagues? Don Miller, vp of marketing, had this to say about the Du Pont acquisitions:

"There's the personal relationship of our president, Charles Rumrill, with top advertising executives of Du Pont. Second, our financial concepts make a helluva lot of sense. Third, there's Bruce Jones, our senior account man on Du Pont; he's a former BBDO'er, worked on Du Pont 11 years, and in some cases even winds up introducing Du Pont men to one another. And fourth, Rumrill tries to put itself in the shoes of the client's own marketing director." Added Mr. Miller: "You realize, of course, that you don't ever really 'solicit' Du Pont."

■ Behind the scenes at Rumrill, some changes have been taking place:

Last Jan. 1, Charles Rumrill president, licked the problem of selling a service organization by yielding to younger execs who "hollered" for a voice in management. In June, 1960, Mr. Rumrill gave up his majority stock holding for a 27% share of stock. His right-hand man, H. R. Hanson, holds 10%; both are 60 and plan to retire in five years. Meanwhile, younger blood has been fused into the shop by way of a 12-man committee which runs the show.

The committee includes the manager of each office, the Rochester group supervisor, director of pr, three staff men in charge of creativity, marketing and sales, and finance, plus Messrs. Rumrill and Hanson.

The committee meets monthly; has named an executive committee; has provided for stock ownership in the agency depending on agency performance, capital requirements, and the individual's "growth"; and has changed its profit-sharing setup, so that staffers can participate after three years, instead of five. The first $50,000 of profits goes back into retained earnings; profits above that are split—half to retained earnings; 20% to profit sharing; 20% to bonuses; 10% to dividends.

There are other rewards besides money. There are those noontime bagpipe sessions in the parking lot, the going-home-to-lunches, and a general upstate New York fervor that perhaps was best exemplified by the roadside sign that said, "Last agency this side of the thruway." #

Engraver Names Albert Kohler

Modern Engraving & Machine Co., Hillside, N. J., manufacturer of high-speed rotary embossing machines and rolls, has named Albert A. Kohler Co., Old Greenwich, Conn., as its agency.

Peoples Trust Names Selvin

Peoples Trust Co. of Bergen County, Hackensack, N. J., which has not used an agency in recent years, has named George A. Selvin Co., Hackensack, to handle its advertising.

Pierson Joins Carpenter

Sheldon M. Pierson has joined Carpenter Advertising Co., Cleveland, as creative director. Mr. Pierson was formerly on the advertising staff of Cleveland Electric Illuminating Co.

White Joins Johnson

Ted M. White has joined Johnson Associates, San Francisco, as exec vp. Mr. White was formerly manager of the San Francisco office of Beaumont & Hohman.

WESTERN HORSEMAN
Leader in the Western Equestrian Field
6 Months Ending June 30, 1961
120,893
ABC
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Herald
Don't
Gromyko U.N. a B

The Miami Herald
THE SOUTH'S LARGEST AND MOST INFLUENTIAL NEWSPAPER
Represented nationally by STORY, BROOKS & FINLEY, Inc.

This Week in Washington . . .

FTC Seen Needing More Efficiency, Pep, Rather Than Injunctive Power

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 21—Someone seems to have sold President Kennedy on the idea that the shortcomings of the Federal Trade Commission would be alleviated if the commission had authority to issue "temporary" cease and desist orders. But the experience of the Post Office Department in fraud cases suggests that so far as advertising cases are concerned, the President has been sent up the wrong trail.

FTC's great weakness, as everyone knows, is delay. Mergers are an accomplished fact before FTC can make up its mind, and price and promotion allowance deals go on and on, while small businesses scream for help. In advertising cases, if the advertiser chooses to resist, the litigation can be dragged out beyond the useful life of the campaign, and there has been an instance—never to be forgotten—where a case rocked along for 16 years before FTC finally prevailed.

■ Soon after the Congress reassembles, the administration is expected to stage a drive for legislation letting FTC use temporary cease and desist orders to freeze a status quo while the case is under consideration. Chairman Paul Rand Dixon argues that FTC simply can't unscramble the mergers, or pump life back into small businesses after they have been trampled to death. In advertising cases, the existence of such a power would—allegedly—remove the incentive to litigate . . . and litigate . . . and litigate.

The use of injunctions in advertising cases is a subject that is bound to cause considerable controversy. Where time is a factor, a "temporary" FTC order can be —literally—a death sentence. Under a system of law where one is not supposed to be punished until after he has been found guilty, the commission necessarily is quick to promise that injunctions would be used in advertising cases only under the most extreme conditions.

■ Fraud is certainly such a situation. So one would expect that the Post Office Department would have rather well documented experience with the use of the injunction where advertising has been used to injure or mulct the public.

Here's a report on the pros and cons of injunctions in fraud cases, which may provide some sobering lessons for all parties who will be involved in next year's controversy over temporary injunctive power for FTC:

Early in 1960, the Post Office went to Congress for broader power to use impounding procedures in fraud and obscenity cases. An older law authorized the Postmaster General to impound mail for 20 days while administrative hearings were held. But the department found most of its impounding orders were knocked down by the courts almost as fast as it issued them.

Under a new law approved in mid-1960, the department's impounding power was extended to cover a 45-day period, and the legal basis for the impounding order was strengthened. Various safeguards were included to prevent abuse of the 45-day impounding power. But in any event, the department's opportunity to hold a hearing was limited, so that it could not drag beyond 45 days, unless it got approval from a federal judge.

■ At a hearing of the House post office and civil service committee, Post Office officials spelled out the factors that would justify use of impounding procedures. In determining whether the public interest justified the use of impounding procedures in a particular case, they said, the case would be measured against these yardsticks:

1. **Character of the enterprise.** Is there a clear and present danger to the health of the persons to whom the advertising is directed?

2. **Method of operation.** Impounding may be indicated against hit-and-run operations, geared to reap profit in a limited time. Telephone directory promotions were cited as an example—a pseudo phone directory—whose mail was intercepted by an impounding order—raked in $250,000 from a single mailing to local business men.

3. **Size or extent of operation.** In many fraud schemes, officials explained, tens of thousands of ads are mailed out at one time, and returns may amount to $25,000 to $50,000 a day. "So long as the mail containing the tainted money continues to flow to the promoter," they said, "it serves his best interest to delay and prolong departmental proceedings leading to the issuance of a final stop order on the incoming mail."

4. **Likelihood that the government will win.**

In practice, what has the Post Office done with this law? In 18 months since the law was passed, not a single "injunction" has been used in a fraud case. There are many reasons for this, but one of the most important, according to Louis J. Doyle, the department's general counsel, is that even in the fraud field, relatively few cases lend themselves to this kind of remedy.

In part this is because the Post Office has to make painful—and not altogether non-controversial—choices. Serious fraud cases can lead to criminal action and jail sentences. But the Justice Department, which prosecutes criminal cases, feels its chances of getting a conviction are reduced if the issue has already been considered on a civil basis in an administrative hearing.

In such situations, the promoter may eventually go to jail, but he can operate his scheme while he is awaiting trial. Should the department concentrate on trying to put these promoters in jail, or should it be content to checkmate their schemes, leaving the promoters free to try again? At the moment, the let's-put-'em-in-jail viewpoint seems to prevail.

■ Even in civil cases, the department has yet to try the impounding provisions of the 1960 law. In fraud, where intent is the key legal test, the Post Office is reluctant to risk the new law until it has an open and shut case. But a big percentage of the most promising fraud situations are in the medical field. Here the Post Office faces a burden-of-proof problem common to all law enforcement against drug and health products.

Although fraud is obviously a more serious crime than false advertising, there are other factors which induced Congress to permit use of impounding procedures by the Post Office. The intent test is a formidable assurance that the procedure can't be used willy-nilly. By contrast, FTC, in advertising cases, need merely show that it has reason to believe that an ad is false or deceptive, regardless of intent.

Beyond that, the Post Office could make a persuasive showing that the potential injury to the public considerably outbalances the likelihood that serious injury would be inflicted on an innocent party. After a 45-day impounding order is issued, the business can go on, although that portion of the incoming mail tainted by the fraud controversy is withheld by the local postmaster. If at the end of 45 days, the Post Office has failed to make its case, the mail is released. So the damage is limited. It is certainly far less extensive than what an advertiser faces if his right to advertise has been suspended.

■ From the public's standpoint, there is real tragedy in the current preoccupation with the fight for injunction power, at least as far as advertising is concerned. For the remedy may be in entirely different directions.

FTC's most prolonged and notorious cases in the advertising field have involved drugs, health foods and cosmetics. For more than 20 years, the commission has had authority to get injunctions in cases involving serious advertising lapses by food, drug and cosmetics advertisers; yet this authority has been used no more than half a dozen times.

Within FTC it is agreed that existing injunction power is of limited value, because judges demand convincing proof that the commission's case is sufficiently persuasive to justify such precipitous judgment. Will the commission's temporary cease and desist orders receive any more sympathetic attention from the courts in situations where the injury to the public can be no more than nominal?

■ Much of the delay in dealing with advertising problems in the drug and health field stems from the fact that the commission has the burden of proving that the advertising is false. Products are introduced and ad themes changed faster than FTC can accumulate evidence.

Would the existence of the power to issue temporary cease and desist orders represent any substantial improvement, if the commission's real problem is its lack of technical resources, and its inability to cope with exacting standards of proof?

FTC's best prospects, so far as the great bulk of advertising cases are concerned, is in the improvement of its own procedures. In the past year, important new investigating and procedural changes have been made. And these have yet to be tested.

Six months have passed since Chairman Dixon introduced entirely new procedures in an effort to sweep away some of the lethargy. In those six months the staff has failed to finish a single major investigation.

■ FTC's internal affairs are shrouded in secrecy, but experienced observers can easily accumulate enough information to sense that Chairman Dixon is having his troubles. Last Friday he gave the headquarters staff a pep talk. "Six months," he said, "is enough for re-tooling. Now let's get on with the job."

Oratory, however, isn't going to do the trick. Following are some of the information items which suggest that the really profitable prospects for Chairman Dixon are still at his own desk, rather than on Capitol Hill:

Footdragging on new trial procedures. With the best of intentions, the chairman has proclaimed that FTC staff members should be "ready to go to trial" as soon as a complaint is issued. The result: Supercaution. Lawyers insist on having a complete file before making their first move.

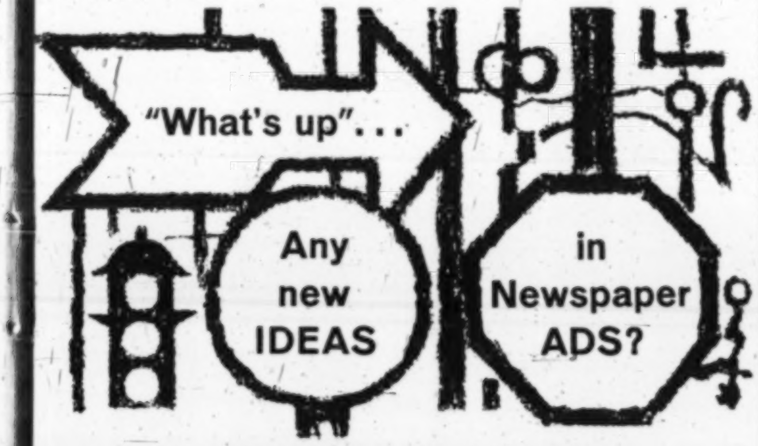
Not enough hearings. FTC now has 22 hearing examiners, but it is holding no more than half a dozen hearings in any typical week.

Investigating-to-death. Even the most trivial cases are still investigated at the field offices as if the fate of the world were involved. In early December FTC announced that it had some Christmas toy ads under investigation. But the commission was unable to wrap up these relatively simple time-value investigations with sufficient dispatch to get the complaints out before Christmas.

■ This discussion should not be allowed to end on a negative note. Most observers feel the changes introduced by Chairman Dixon are enlightened, and they should eventually be productive, once he succeeds in exercising some discipline over the commission's staff.

Moreover, many FTC staff members are displaying praiseworthy initiative. New investigating procedures are being used. New methods of disposing of negotiable disputes are under discussion. Important new techniques, such as the unprecedented investigative hearing by the full commission in the St. Regis case, which is to be held next week, are being attempted.

FTC's preoccupation with the controversy over temporary cease and desist power shapes up, so far as advertising is concerned, like a drowning man reaching for a straw. Since injunctions can only be used in unusual cases, an effective FTC in the advertising field necessarily is an FTC organized to conduct investigations and reach decisions promptly. The big hope, so far as honest business men and the public are concerned, rests on the ability of Chairman Dixon to make the new procedures work. #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You will plan promotions, budgets, and supervise account. Client is a fast growing quality men's chain.

If you are the man, the first year you get a liberal cash bonus, and at the end of second year, you may become an agency principal.

We need you, if you have talent. Starting salary $9,000.00. Tell us why you are our man.

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ANIMATOR—Leading Film Co., Heavy Experience	$10M up
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83 So. 7th St. Minneapolis 2, Minn.

CREATIVE LAYOUT MAN.

Free space in fast growing agency for top notch free-lance layout man. Work on print and collateral. Nice work—pleasant surroundings.

Call Mr. Gerhardt
WAbash 2-4800

DON HARRIS SURMISES . . .

. . . that in this Christmas Day issue he could print here unnoticed: "AE, 5 years portable heavy-duty anvil experience. To $40M." But to the few who may see this he suggests as a good use for holiday leisure up-to-dating your resume for his files, into which he peers before deciding whether to advertise a job.

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson Blvd., Chicago • WA 2-9400

ASSISTANT SALES AND ADVERTISING MANAGER

We are looking for a well trained, experienced ad man in the 27-40 age bracket to assist in sales promotion of specialized scientific magazines, books and pamphlets. Experience should be heavy in direct mail with some publication advertising. Must be able to demonstrate creative ability and have good follow-thru record. Will be expected to conduct market studies and sales analysis and develop prospect lists. Excellent opportunity with leading Chicago organization.

Box 199, ADVERTISING AGE
200 E. Illinois St., Chicago 11

ADVERTISING EXECUTIVE FOR PETROLEUM COMPANY

One of the fastest-moving, most progressive oil companies in the Midwest has an outstanding new opportunity for an experienced advertising executive.

The man we need must have at least 5 years' experience in dealing with marketing, sales promotion, and advertising problems in the petroleum industry, at a management level of responsibility. Experience in these areas with petroleum company *and* advertising agency desirable.

We're looking for a *young* man who has the ability and potential to grow quickly into broad areas of responsibility.

If you feel you can qualify, send us your resume and a letter telling us why you feel you're our man. Please state salary requirements, too.

Box 193, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Marketing Intelligence to $12,500

Five challenging positions have been created by the rapid and continuing growth of our domestic and overseas markets:

- **Marketing Research Analyst (2) — Consumer Products Div.**
- **Statistical Analyst — Consumer Products Div.**
- **Marketing Research Analyst — Pharmaceutical Div.**
- **Marketing Research Analyst — International Div.**

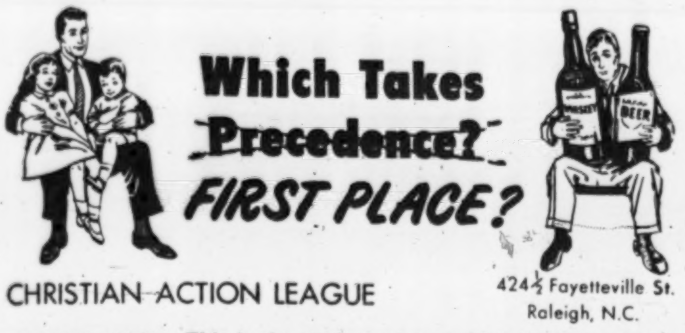
Requires men with experience in depth, for broad research programs. Includes planning and development of studies, assessment of market status and product potentials, related statistical analyses and the usage of external research services.

Company is progressive, well established and of excellent reputation. Midwestern location in medium size city. Liberal compensation, benefits, and relocation allowances.

Please reply with an explanation of your personal and work background, including salary history. Confidential handling assured.

Box 196, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

All qualified applicants will receive consideration for employment without regard to race, creed, color or national origin.


Which Takes
~~Precedence?~~
FIRST PLACE?
CHRISTIAN ACTION LEAGUE
424½ Fayetteville St.
Raleigh, N.C.

UNPOSTED POSTER—*This is the outdoor poster which Christian Action League of North Carolina charges that Schloss Poster Advertising Co. refused to post. The league has filed a breach of contract suit against Schloss.*

Church Group Sues Schloss Poster for 'Renege' on Dry Ad

RALEIGH, N.C., Dec. 19—Schloss Poster Advertising Co., Charlotte, last week was named defendant in a $5,000 breach of contract suit by the Christian Action League of North Carolina, an interdenominational group, which alleges that Schloss went back on an agreement to display posters on 14 boards in the Charlotte area during the Christmas season, advising against the use of liquor, beer and other alcoholic beverages.

The plaintiff said Schloss, which it said has some 500 boards in the Charlotte area, contracted last July 11 to display the posters on 14 of its boards, beginning Dec. 5 and continuing throughout the month, but that "a few days before" Dec. 5 advised the group that it did not intend to carry out its part of the agreement.

League spokesmen, in filing the suit, said, "Although the suit itself involves only a matter of contract obligations and the resulting damages from the breach thereof, league officials have expressed the opinion that a far deeper principle is involved: Namely, the great American tradition of 'freedom of expression.'

▪ "We believe that all billboard advertising on public highways is intended for and supported by the general public," said D. P. McFarland, executive director of the league. "To make this type of advertisement available to the brewers and to exclude groups which believe in total abstinence from its use is unfair to the public and in a sense constitutes 'thought control.' The league maintains that its right to advertise by any and all media used by the brewers should be maintained and therefore filed this suit for damages resulting from the breach of contract." #

RESEARCH ACCOUNT EXECUTIVE WANTED

Major national research firm in the East (not New York) has an opening for a young, aggressive market researcher who is now blocked off at around $10 thousand and wants to reach into the $14-18 thousand range. The man we're looking for is tired of being chained to a desk and wants to get out and meet with the people who generate and buy research. A sound working knowledge of marketing research principles, procedures and terminology is essential, plus a personality that can convince, persuade and stimulate decisions. If you feel you are our man, write to

Box 195, ADVERTISING AGE
630 Third Ave, New York 17, N. Y.

All replies, of course, will be held confidential.

HOME FOR SALE
Owner Moving to Florida

must sell six room, partially furnished, red roman brick ranch home, nicely shrubbed, newly reduced in price for early occupancy. Three bedrooms, bath, powder room, thermopane windows, carpeting and draperies plus many desirable extras. Enclosed porch overlooking back lawn. A good neighborhood of comparable homes, close to shopping, transportation, churches, both public grade and parochial schools. Priced middle twenties plus.

John Coons, 623 Deerfield Road,
Deerfield, Ill., WI 5-5100

Woodbridge Named President of Boland Associates

William Woodbridge

William W. Woodbridge has been named president and general manager of Boland Associates, San Francisco. Barry W. Boland will remain as board chairman.

Mr. Woodbridge was formerly administrative assistant to the president of Guild, Bascom & Bonfigli, San Francisco. He has also been with Botsford, Constantine & Gardner, Seattle, and at Dancer-Fitzgerald-Sample, both in San Francisco and New York. Mr. Boland said the agency plans to increase its activities in the consumer products field.

McKinney Agency Adds Two

Harris D. McKinney Inc., Philadelphia and Cleveland, has been named agency for Fairchild Business Machines, Rocky River, O., a division of Fairchild Camera & Instrument Co., and White Motor Co.'s Autocar division, Exton, Pa. Each account reportedly will bill about $250,000 next year. The Autocar account previously was handled by Fuller & Smith & Ross, Pittsburgh. Fairchild will launch a push for its new products in January in business publications, newspapers and direct mail.

Pitman Publishes Book on TV Advertising in United Kingdom

"The Origin of Television Advertising in the United Kingdom" has been published by Sir Isaac Pitman & Sons, London. The book, written by Walter Taplin, contains chapters on what the first experimenters knew about television, the comparison of television with other advertising media and the leadership of big advertisers. Retail price of the book is $3.50.

'Psychology of Motivation' Published by Lippincott

"Psychology of Motivation," written by John F. Hall, has been published by J. B. Lippincott Co., Philadelphia. The book, which retails for $8.95, includes chapters on primary and acquired needs, the nature of rewards, spontaneous activity, consummatory behavior and instrumental responses. Mr. Hall is a professor of psychology at Pennsylvania State University.

Eckert Joins Elmira Dailies

Robert Ray Eckert has been appointed general manager of the *Star-Gazette, Advertiser* and *Sunday Telegram*, Elmira, N.Y., effective Jan. 1. Mr. Eckert has been manager of *Evening Press*, Binghamton, since 1958.

Feuding Among Dailies Drives Out Advertisers: Moore

PHILADELPHIA, Dec. 19—If newspapers and newspaper reps do not take greater interest in their advertisers, national advertisers in the food field may "diminish appreciably" their linage to the advantage of radio and television, Frank W. Moore, director of marketing of Mrs. Paul's Kitchen, one of the country's largest producers of frozen foods, told the Philadelphia chapter of the American Assn. of Newspaper Representatives.

Speaking bluntly, Mr. Moore registered seven pet complaints to over 50 chapter members and their guests, while at the same time he praised newspapers as an outstanding medium for frozen food advertising.

He also disclosed that during the first quarter of 1962, his company will concentrate its promotion in large space ads in 80 newspapers. He said they try to dominate a medium in a market on a promotion, and generally use newspapers to introduce new products and to open up new markets.

▪ Mr. Moore said that while he may lean toward newspapers, they "do a much poorer job of selling" their medium.

His first complaint was that newspapers sold themselves ineffectively both directly and through their representatives. In fact, he added, papers do little or no advance selling against the entry of products into new markets or against changes in media.

"The only time we hear from the newspapers is when we use competitive media or a competitive newspaper," he stated.

There is too much inter-newspaper warfare, with newspapers rarely selling their own advantages but downgrading their competition.

"In some cases we went into television because you or your competitors did a good job of beating each other down," the speaker said.

▪ He urged newspapers to do a stronger job of selling against competitive media, rather than waiting in the hopes that tv rates will go so high the advertiser will have to return to newspapers. Mr. Moore complained that newspapers and their reps rarely sell continuity in advertising, as do the broadcast media.

"Broadcast rate structures encourage continuity," he stated, "while newspapers sell one shots."

He also accused the papers of poor reproduction of advertising, even though agencies go to great trouble to get top quality photographs and art work. Instead, ads end up with ink smears and color smears from facing pages. On the other hand, tv reproduction of film is excellent, he added.

▪ Another pet complaint was poor positioning of advertising by newspapers despite specific requests for position.

"On radio we buy specific times and days, while we never know where it will end up in newspapers," the speaker said.

Mr. Moore also complained about the merchandising help offered by the bulk of the country's newspapers, stating that newspapers have a clear-cut advantage in this field.

"We expect the newspapers to do more than produce tired, mimeographed letters," he said. "Those who give us a quick shuffle can look for other advertisers."

He then went on to complain about "dumb editorial practices" by many newspapers, who give plugs to competitive products on the same days that Mrs. Paul's ads are running, or plug products which do not even advertise.

▪ He also attacked newspapers for using wire service stories which criticize the frozen food industry.

"This is a lack of responsibility," he added.

Another complaint was a tendency of newspapers to ignore their instructions and requests on specific ads and products. His last major complaint was the poor service offered by newspaper reps.

He pointed out that the reps are representing both the agency and the advertiser to their papers and should be responsible for seeing that instructions are correct.

"We doubt, having secured our order, that you do anything more to follow up," he added. He also urged the reps to make all calls on the agency, and not to "bend his ear." #

House Organ Directory Out

"1962-1963 Gebbie Press House Magazine Directory," a 470-page directory containing editorial, public relations and free lance data on more than 4,000 house organs in the U.S. and Canada, has been published by Gebbie Press, 151 W. 48th St., New York. The book, priced at $19.95, is issued once every three years.

Henn to 'National Geographic'

Robert R. Henn, formerly western manager of *Farm & Ranch*, Chicago, has joined the Chicago advertising staff of *National Geographic Magazine*.

Cahners Boosts Gilbert

Cahners Publishing Co., Boston, has appointed Emanuel M. Gilbert assistant to the president. Mr. Gilbert joined the company in 1960 as director of the group marketing plan.

You get
KING-SIZE ACTION
from a
low-cost
classified ad
in Ad Age

The secret, of course, is that your ad can cost as little as $6 per week — yet it's read by over 177,000 top marketing men. If they like what you offer — you'll get a fist-full of replies. Risk a few bucks with the coupon below and see for yourself.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $19.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $________
My Name________
Street________
City________ Z ____ State________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE

200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

Frederic Wile, 53, West Coast Head of Ad Council, Is Dead

SANTA MONICA, Dec. 19—Frederic William Wile Jr., 53, managing director of the Advertising Council's West Coast operation, died Dec. 17, apparently of a heart attack, in St. John's Hospital.

Mr. Wile was National Broadcasting Co. vp in charge of programing in New York from 1949 to 1953, and served in the same position on the West Coast from 1953 to 1956.

JACK S. BELDON

FORT WAYNE, Dec. 19—Jack S. Beldon, 51, vp and director of marketing, consumer products, Magnavox Co., died here Friday. He had suffered a heart attack a week earlier.

Mr. Beldon joined Magnavox in December, 1960, as marketing director for consumer products, and was elected a vp a few months later. Before joining Magnavox he was president of RCA Sales Corp. Prior to that he was a marketing manager at General Electric Co.

W. R. ROBERSON

WASHINGTON, N. C., Dec. 19—W. R. Roberson, 74, a pioneer eastern North Carolina broadcasting executive, died Dec. 9.

He founded WRRF in 1941, Washington's first radio station, and built WITN-TV in 1955. He was chairman of the board of North Carolina Television Inc., which owns and operates WITN.

Among his survivors is W. R. Roberson Jr., president and general manager of North Carolina Television Inc.

LESLIE G. SMITH

TUCSON, Dec. 19—Leslie G. Smith, 67, general manager of Tucson's Sunshine Climate Club and a former Cleveland ad executive, died here Dec. 12.

Mr. Smith resigned his vice-presidency of Fuller & Smith & Ross, Cleveland, in 1950, after 14 years with the agency. He had spent seven years as ad manager of Standard Oil Co. (Ohio).

WILLIAM J. McCARTHY

NEW YORK, Dec. 19—William J. McCarthy, 53, general marketing supervisor of the New York Telephone Co. since 1960, died Dec. 16 in the Harkness Pavilion of the Columbia-Presbyterian Medical Center after a long illness. He had been with the company 27 years.

JOHN H. MITCHELL

CHICAGO, Dec. 20—John H. Mitchell, 53, retired manager of WBKB, Chicago, and American Broadcasting Co. vp, died Dec. 19 of pneumonia in Michael Reese Hospital.

Mr. Mitchell started with Balaban & Katz Corp. in 1931, and in 1946 became head of the central division of Paramount Theaters Inc., then parent company of Balaban & Katz. He was appointed general manager of the B&K tv station in 1948, and joined ABC as vp when the station was sold to the network in 1953.

SPORTS • CARTOONS • PRODUCTS IN ACTION
FLIP BOOKS
MINIATURE FLIP BOOK CO., INC.
15 WEST 44th STREET ... NEW YORK 36, N. Y.
SEND FOR PRICES · CREATORS OF · FREE SAMPLES
"POCKET TELEVISION" MOVIE FLICKER BOOKS

Best Buy in Ohio..
12¢ per thousand
9.3 T.A.B. rating
Sterling
OUTDOOR ADVERTISING CO.
56 N. Summit St. Akron, Ohio
an H. H. SEFF CO.
established over a Third of a Century

The Miami Herald
THE SOUTH'S LARGEST AND MOST INFLUENTIAL NEWSPAPER
Represented nationally by STORY, BROOKS & FINLEY, Inc.

Gallagher Corbett Alpers

AWARD WINNER—*John Corbett, of Corbett Advertising Agency, Columbus, O., accepts the Columbus Advertising Club's creative award, presented to the agency for its series of ads for WBNS, Columbus, which are currently running in Advertising Age and other publications. Tom Gallagher, president of Columbus Advertising Club, makes the presentation, while Andy Alpers, awards chairman, holds some of the winning ads.*

Along the Media Path

As a public service campaign in cooperation with the New York City fire department, **WMGM**, New York, is conducting a contest to promote fire prevention in homes during the holiday season. Listeners are urged to design and create holiday signs to be hung on their Christmas trees that say "Don't Smoke Near Me." After listeners take down their trees they may send the cards into the station in care of Fire Commissioner Edward F. Cavanagh Jr. Winners of the six best signs, judged by the commissioner, will each receive a transistor clock radio.

- **KSHE**, St. Louis, began fulltime broadcasting in stereophonic sound Dec. 6.

- "Newsstand Directory," listing 1,000 principal newsdealers in 500 cities that sell three or more copies of **Amusement Business**, may be obtained from *Amusement Business*, 2160 Patterson, Cincinnati 22.

- **McCall's** relinquished its over-platform exit poster sites at Grand Central and Pennsylvania railroad stations in New York to 20 agencies for the two weeks prior to Christmas. In the past, the magazine has placed "Season's Greetings" posters in each site. This year *McCall's* allocated four sites each to the 20 agencies. Holiday greetings from the agencies will be up in both stations through Dec. 22.

- A "Holiday Gift & Party Guide," an eight-page section listing gift suggestions, was run in the Dec. 10 **Chicago Tribune** by Foremost Liquor Stores.

- A $25 savings bond was offered as top prize in a turkey wishbone contest, sponsored by **KWK**. Listeners were asked to save the wishbones from their turkeys, decorate them and send them to the station.

- A 72-page colorgravure advertising supplement publicizing Argentina's advantages for U.S. business and industry, investment and trade, was published in the Dec. 17 **New York Times**.

- **WBBM**, Chicago, walked off with a large portion of honors for local programing in awards presented by the American College of Radio Arts, Crafts & Sciences. The station received awards for best over-all programed radio station, best over-all public service edition, and 16 individual honors for various programs and staff members.

- **Department of New Laurels:**

Universal Publishing & Distributing Corp., New York, reports sales for the first six months of its fiscal year, ended Sept. 30, 1961, amounted to $1,530,448, a 17.7% increase over the comparable 1960 period.

E. W. Williams Publications reports **Quick Frozen Foods** carried 1,179 pages of advertising in 1961, compared to 1,089 in 1960. **Quick Frozen Foods International** published 105 pages of advertising in 1961, compared with 85 pages the previous year. #

Feb. 1 Set as Deadline for Keystone Press Contest

Feb. 1 has been set as the deadline for entering the 1962 annual Keystone Press Awards Contest, sponsored by the Pennsylvania Newspaper Publishers' Assn., Pennsylvania Society of Newspaper Editors and the Pennsylvania State University school of journalism. A total of 118 awards will be made in 1962 to newspapers in the state of Pennsylvania.

Sapiro Joins Sackheim

William H. Sapiro, formerly a creative group head with McCann-Erickson, has been appointed to the new post of sales promotion manager of Ben Sackheim Inc., New York.

Norge Names Clint Frank

CHICAGO, Dec. 19—Norge division of Borg-Warner Corp. today named Clinton E. Frank Inc. as its new agency, effective immediately. The account bills an estimated $1,000,000.

Norge has been looking for an agency since earlier this month when the company split with Keyes, Madden & Jones (AA, Dec. 4). The appliance manufacturer selected Frank and Needham, Louis & Brorby to make presentations for its business and did not consider any other agencies.

Norge also had asked Foote, Cone & Belding to participate, but the agency declined.

The Frank agency had generally been favored in ad circles to pick up the Norge account since it already handles corporate advertising for Borg-Warner Corp. Norge markets refrigerators, clothes driers and other major home appliances as well as commercial coin operated laundry and dry cleaning equipment. #

Myrbeck Adds Two Accounts

S. Gunnar Myrbeck & Co., Quincy, Mass., has been appointed to handle advertising for Lake Service Corp., Boston, which designs, engineers and installs closed circuit tv and audio systems for educational institutions, hospitals and industry. Myrbeck's Washington office has been named to handle advertising for Programmed Teaching Aids, Arlington, Va.

Mactier Launches Publication

Mactier Publishing Corp., New York, has mailed the first edition of its monthly publication, *Industrial Electronic Distribution*, to 31,000 buyers and engineers. The publication has a b&w page rate of $660, with a controlled circulation guarantee of 31,000. There are eight regional editions, with rates ranging from $165 to $365.

Pittsburgh Brewing Boosts Slais

Louis J. Slais, sales manager of Pittsburgh Brewing Co., Pittsburgh, has been promoted to vp of the brewery. Mr. Slais, who heads up marketing activities, joined the company in 1938.

York Advertising Bows

G. Bruce York has formed York Advertising, Okemos, Mich., with offices at 2320 Kewanee Way. Mr. York was formerly a vp of Columbia Advertising, Battle Creek, Mich.

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

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Allison Waugh 14
Western Horseman 40
Wilding Picture Productions 36

Daisy Records How 5 Agencies Sought Its Account

Powers Wesley Hough Love

McQueen Chesley Powers Scalingi Renfro Armbruster Prince Newell

CHOOSING AN AGENCY—*More than a month ago, Daisy Mfg. Co., Rogers, Ark., set about picking an agency to succeed L. W. Ramsey Co., Chicago, which had had the account for 25 years. The account included Daisy and three subsidiaries—James Heddon's Sons, Dowagiac, Mich.; Sta Dri Boot Co., Killeen Tex.; and Daisy-Heddon Sales Co. Total billings; $500,000. Daisy sent questionnaires to 28 agencies. These were winnowed to five agencies—D'Arcy Advertising, St. Louis; Dancer-Fitzgerald-Sample and Clinton E. Frank Inc., both Chicago; and Potts-Woodbury, Kansas City and the Kansas City office of Winius-Brandon—who were invited to present their stories to Daisy execs. The final choice: D'Arcy (AA, Dec. 4). The pictures on this page show how the process worked. The first picture shows Robert Wesley, exec vp, and Jack Powers, vp of Daisy, going over a scoreboard of data on the 28 agencies with Cass S. Hough, president, while secretary Reba Love takes notes. This scoreboard helped reduce the number of agencies to be considered. The next picture shows the D'Arcy contingent and Mr. Powers listening as Ciro Scalingi, Daisy vp, emphasizes a production point. D'Arcy execs are Marvin McQueen, vp; Harry Chesley Jr., president; Harry Renfro, vp; Walter Armbruster, vp; Charles Prince, account executive; and Thomas Newell, vp.*

Crady Brandon Barickman Wesley Sanborn Gates Nevins Husted Firth

DAISY
AIR RIFLES

Wesley Gardner Wright Sawyer

WINIUS-BRANDON AT LUNCH—*Discussions continued on through lunch periods. Winius-Brandon execs Curtis Crady, assistant account executive; E. A. Brandon, senior vp; James Barickman, vp; William Sanborn, president; James Nevins, vp; Wallace Husted, creative director; and James Firth, vp and account executive, lunch with Daisy execs Mr. Wesley; David Gates, new products manager, and, back to camera, Mr. Powers and Homer Circle, vp. Mr. Wesley lightened the day for Dancer-Fitzgerald-Sample principals with a bit of humor. Agency men are F. Sewell Gardner, vp and account supervisor; J. R. Wright, account executive; and C. S. Sawyer, tv and radio.*

Cromwell Parmenter
Powers Wesley Woodbury Young Christy Lahey

Shields Powers Kreer Morgan Leech

POTTS-WOODBURY IN ROUNDTABLE—*Charles Lahey, account supervisor of Potts-Woodbury, questions Mr. Wesley about Daisy's latest in BB guns. Listening are Mr. Powers of Daisy and agency men William Cromwell, account executive; J. H. Woodbury, president; Willard Young, research; Ray Parmenter, copy chief; and Al Christy, radio-tv. Mr. Powers goes over Daisy's entire line in lobby display, discussing items with the Clinton E. Frank contingent: Eugene Shields, vp; Bowman Kreer, senior vp; Samuel Morgan, account executive; and Richard Leech, pilot. These visits were followed by visits from Messrs. Wesley, Powers and Circle to the agency's home bases.*

Liebmann Shifts Beer Account to JWT from FC&B

(Continued from Page 1)

charge of marketing, Edward Gelsthorpe, come and go, and it has added two other agencies to handle special segments of the business: Campbell, Emery, Houghey & Lutkins, Boston, to handle a $500,000 New England regional portion; Needham, Louis & Brorby to handle several products in the developmental stage.

(Soon after the switch was announced, reports started circulating that Frank Delano, supervisor on the account, had been approached by JWT and would follow the account from Foote, Cone to that agency, but these reports have since been denied.)

▪ For JWT, the acquisition of Liebmann's business is not quite the size of the prize Jos. Schlitz Brewing account which JWT handled from 1956 until six months ago. Schlitz billed $11,500,000. Prior to Schlitz, JWT had handled P. Ballantine & Sons, Newark, from shortly after Repeal until 1955.

Philip Liebmann has been in touch with JWT people for many years through the agency's longtime work on the U.S. Brewers' Assn. account. Mr. Liebmann until recently was chairman of the association's ad committee, of which he also has been a member for many years.

JWT's work in tv weighed heavily in Mr. Liebmann's decision. Rheingold was heavily committed to the medium after recently outbidding F.&M. Schaefer Brewing Co. for the Mets rights last month, paying about $1,200,000 plus some expensive extras (AA, Nov. 20). The brewer had raced into the five-year deal without having lined up either co-sponsors to split the cost of a radio-tv network to carry the games. Today it was stated that the Mets had all but signed-up WOR-TV for the telecasts, but no radio contract had been arranged.

▪ The move into television and baseball dismayed Foote, Cone, which for years had geared its operations to the Miss Rheingold promotion and a basic media program of outdoor, newspapers and spot radio and tv.

Rheingold exited briefly in 1946 to Young & Rubicam, but after eight months, it went back to Foote, Cone. A later crack in the relationship came last May, when Rheingold decided to stake some of its money on a Boston shop—Campbell, Emery—to handle the tough New England market, where Ruppert has been the longtime leader. The quick switch surprised Foote, Cone. In a subsequent campaign, using mainly newspapers, the new agency kept to a beer-drinking theme, with no mention of Miss Rheingold.

Rheingold was in the New England market for a while with some free-wheeling sales tactics but made no great inroads.

▪ Rheingold named Campbell, Emery and Needham during the period that Edward R. Gelsthorpe was vp for marketing. Mr. Gelsthorpe was named to the newly created post in February, 1960, but left the brewery in September, 1961, to become vp and sales manager of the toilet articles division of Colgate-Palmolive Co., New York. He had joined the brewer from Bristol-Myers Co., where he had been vp and director of marketing for the products division. His appointment fitted in with Liebmann's newly-begun diversification program, and there was speculation at the time that he would help the brewer "sell beer like soap."

Rheingold's chief market is New York City, where it does 97% of its sales. Once the leading brand, best indications are that it has lost first place to Schaefer.

Brewing sources indicate Liebmann's peak year was 1954, with sales of 3,400,000 bbls. But sales were down to 2,690,000 bbls. last year, when Liebmann ranked ninth among U.S. brewers.

▪ JWT had been in the market for a beer account for the past six months, following the departure of Jos. Schlitz Brewing Co., Milwaukee.

JWT had handled Schlitz for five years; according to the agency, it billed about $11,500,000. Schlitz put the figure higher, claiming $15,000,000. The account went to Leo Burnett Co., Chicago.

JWT executives said at the time they weren't surprised at losing the business. They had complained for several years that the account was a tough one to work on, the biggest gripe being that many decisions on media buying were delayed for long periods.

Some 35 JWT people had been assigned to handle Schlitz, which was the No. 1 individual brand in national sales in each of the five years it was at JWT.

▪ JWT originally got the account in one of the strangest agency appointments in advertising history. In 1956, Schlitz hired the old Biow-Beirn-Toigo agency to replace Lennen & Newell, primarily because of the work created for Pepsi-Cola by John Toigo, vp of the agency. Three weeks later, Milton Biow, president of the agency, resigned the account on the ground that John Toigo had signed up Schlitz without his knowledge at a time when it was still the agency for another brewer, Jacob Ruppert.

A week later, Norman Strouse, JWT president, and George Reeves, exec vp and general manager of the agency's Chicago office, made a "casual" call on Schlitz top management. They discussed the beer business for several hours, and without making any presentation, landed the account. Erwin C. Uihlein, Schlitz board chairman, then personally called ADVERTISING AGE to announce the appointment.

▪ JWT had resigned Eastside beer (a West Coast product owned by Pabst and handled by the Los Angeles office) a few days before, in line with an understanding with Pabst that JWT would resign the account if it could acquire a national beer brand. #

ABC Elects Glasier, Reynolds

Audit Bureau of Circulations has elected two new directors to fill vacancies created by the resignations of H. H. Rimmer, pr manager of Canadian General Electric, Toronto, and Russell C. Ronalds, senior consultant of Ronalds-Reynolds Co., Montreal. Succeeding Mr. Rimmer was John F. Glasier, passenger car advertising manager for Ford Motor Co. of Canada, Oakville, Ont.; Mr. Ronalds was succeeded by Warren Reynolds, president of Ronalds-Reynolds. Both are interim elections and are effective until the next annual ABC meeting.

Gibney Joins 'Show'

Frank Gibney has been named publisher of *Show*, a monthly, published by Hartford Publications. The title formerly was held by Huntington Hartford, A&P food stores heir, who continues as president. Mr. Gibney formerly was editorial director of *SBI*. *Show* also named Ronald Salk, formerly pr director of Macfadden Publications, to a similar post.

Top 25 Advertisers, Brands in Network TV

Third Quarter, 1961 and 1960, Gross Time Estimates

Source: TvB Figures from LNA-BAR

Advertisers

'61 Rank		1961	1960
1.	Procter & Gamble	$15,094,482	$10,350,190
2.	Lever Bros.	8,233,750	8,351,044
3.	American Home Products	7,703,992	7,830,428
4.	R. J. Reynolds	6,174,102	3,488,587
5.	P. Lorillard Co.	4,819,861	2,108,768
6.	General Motors	4,735,323	3,608,802
7.	Colgate-Palmolive	4,703,617	5,592,959
8.	General Mills	4,611,423	2,842,615
9.	General Foods	4,400,951	3,620,755
10.	Brown & Williamson	3,819,086	3,987,802
11.	Sterling Drug	3,334,661	3,498,987
12.	Gillette	3,324,783	2,436,630
13.	S. C. Johnson & Son	3,214,035	1,956,706
14.	National Biscuit Co.	2,952,986	2,488,263
15.	Miles Laboratories	2,938,045	1,962,258
16.	Liggett & Myers	2,555,993	2,388,238
17.	Philip Morris	2,516,180	2,126,894
18.	Pillsbury	2,351,207	966,024
19.	American Tobacco	2,330,050	2,273,508
20.	National Dairy Products	2,328,178	1,966,751
21.	J. B. Williams	2.143,244	1,841,967
22.	Alberto-Culver	1,987,486	2,970,151
23.	Block Drug	1,984,780	1,532,346
24.	Bristol-Myers	1,916,127	3,016,841
25.	Ford Motor Co.	1,900,875	2,001,889

Brands

'61 Rank		1961	1960
1.	Crest Tooth Paste	$2,642,606	$ 662,963
2.	Anacin Tablets	2,579,052	2,556,426
3.	Camel Cigarets	2,402,900	1,037,070
4.	Winston Cigarets	2,240,852	1,554,555
5.	Kent Cigarets	2,008,503	1,653,992
6.	Tide	1,849,541	1,119,155
7.	Swan Liquid Detergent*	1,570,008	———
8.	Salem Cigarets	1,482,528	896,962
9.	Viceroy Cigarets	1,471,641	898,579
10.	Chevrolet Passenger Cars	1,409,003	869,748
11.	Pall Mall Cigarets	1,391,466	1,180,186
12.	Alka-Seltzer	1,336.762	752,578
13.	Metrecal*	1,178,947	———
14.	Johnson's Klear Wax	1,121,173	244,414
15.	Colgate Dental Cream	1,104,839	1,356,161
16.	L & M Cigarets	1,093,613	1,416,578
17.	Chesterfield Cigarets	1,083,715	776,491
18.	Spring Cigarets*	1,078,367	———
19.	Nabisco	1,050,859	882,940
20.	One-A-Day Vitamins	1,050,346	780,156
21.	Bayer Aspirin	1,046,445	1,488,075
22.	Phillips Milk of Magnesia	1,030,261	967,792
23.	Prudential Insurance	1,028,106	925,707
24.	Goodyear Car Tires	1,009,269	375,752
25.	G-E, General promotion**	984,157	437,312

*Not in medium that quarter.

**Listed earlier as G-E, Institutional.

London Press Exchange Buys Otto Agency

(Continued from Page 1)

solely on export accounts. It subsequently exceeded this figure but lately has had several reverses, and last January it underwent a reorganization.

▪ The new agency will be known as Robert Otto-Intam Inc. Intam is LPE's international division. Mr. Otto will continue as chairman of the board and becomes a director of LPE International Ltd. R. D. L. Dutton, deputy managing director of LPE, joins the board of the new agency and Arthur C. Burton, managing director of Intam and an LPE director, becomes president of Otto-Intam.

Robert Otto offices in Mexico City, Buenos Aires and San Juan, which are owned jointly by Mr. Otto and the local managers, are not affected by the New York-London merger. The merger was accomplished through an undisclosed cash payment to Mr. Otto, which had to receive the approval of the British Treasury.

In London this week, Jim Sykes, LPE chairman, told ADVERTISING AGE, "The addition to our organization of a sound and well-established New York–based international agency is a logical stage in the expansion of London Press Exchange's international network."

▪ This week, LPE said the merger was "a logical outcome" for Intam, which is strong in Europe, and Otto, with much strength in Latin America. LPE commented that the merger "would give new sinews" to clients of both agencies.

There are 15 companies in the 68-year-old LPE group, employing some 1,500 people and offering one of the most comprehensive advertising and marketing services available in Europe. Intam has 12 offices, with more than 100 people employed in London alone, and about 15 engaged in international marketing research. It also has a 50% interest in Kenyon & Eckhardt Ltd., which opened in London in September.

Among Intam's international clients are Beecham Co., Ford Motor, International Nickel, Quaker Oats and the Wrigley Co. Ltd.

▪ The Otto agency was formed in 1946 when Mr. Otto, a vp at Export Advertising Agency, and two other Export executives bought out the New York office of the old Export agency. Ten years later, it became the first agency devoted exclusively to international advertising (it places no advertising in the U.S.) to reach a $5,000,000 volume, and opened its London office.

Like many other export-oriented operations, the agency failed to keep pace with postwar international advertising expansion, although it did bill $6,000,000 in 1959.

This past January, Mr. Otto reassumed active direction of the agency, sold his Canadian subsidiary and reorganized the New York and Mexico City operations.

▪ In 1960, the agency dropped three major accounts—Remington Rand, Corn Products and Northam Warren—and this past June, it lost General Motors Overseas Operations.

Today, all offices have a total of 123 employes, with 40 in New York. Billings are reported at slightly more than $5,000,000 and the client roster includes Miles Laboratories International, Campbell Soup, Boeing, Carrier International, George W. Luft Co. and Carter Products. #

Grey Gets More Westinghouse With Portable Appliance Unit

Grey Advertising, New York, has won another division of Westinghouse Electric Corp.—the portable appliance division, with billings of less than $1,000,000. The account was formerly at McCann-Erickson, which will continue to handle Westinghouse major appliances.

Grey first became a Westinghouse agency four years ago when it was awarded the radio-tv division. Last April, it was named to handle Westinghouse Broadcasting Co. and its subsidiaries, WBC Productions, Television Advertising Representatives and AM Radio Sales.

Thompson's Badger to Detroit

Clifford Badger, San Francisco media director of J. Walter Thompson Co., has been transferred to the agency's Detroit office, where he will supervise media on the Ford account, effective Jan. 1.

Net TV Up 10.6% for 3rd Quarter; P&G No. 1 Again

(Continued from Page 1)

Ford Motor Co., Bristol-Myers, Alberto-Culver and Colgate-Palmolive.

The brand getting the biggest network tv play during July, August and September was Crest, with a $2,642,606 budget, against $662,963 for the same quarter last year. Anacin held second place, and two cigarets, with boosted budgets, were in third and fourth, with Camel easing out its stablemate, Winston, by a small margin.

Three products that were not in the medium in the third quarter of 1960 made the top 25 list for '61; Swan liquid detergent was seventh; Metrecal was 13th and Spring cigarets was 18th.

The first nine months' tabulation shows a gross time take of $538,671,044 for this year, against $494,354,446 last. The increased business came from fewer advertisers; there were 306 sponsors in network tv during the first three quarters of this year, compared with 322 in 1960. This shrink is due partly to mergers. #

Petchul Named Publisher of 'Appliance Manufacturer'

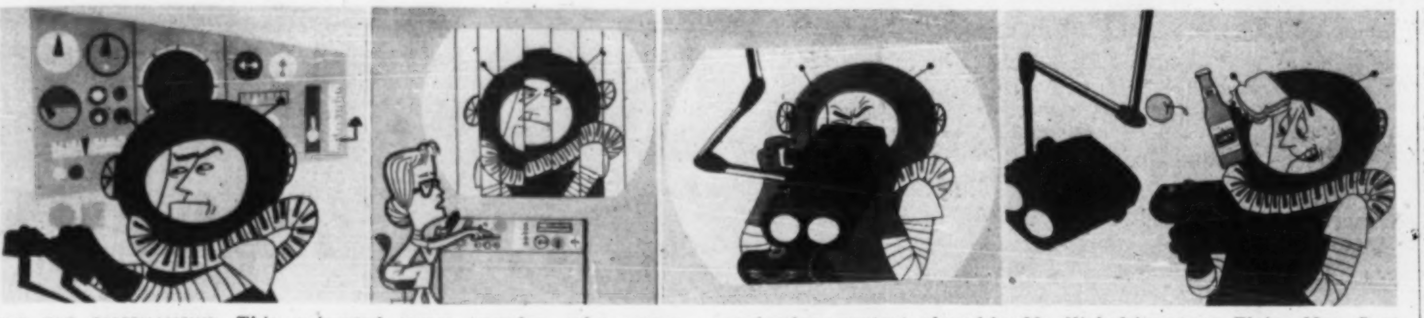
Watson Publications, Chicago, has promoted Victor C. Petchul from editor to publisher of *Appliance Manufacturer*. He will continue editorial direction of the magazine, which he has edited since it was launched in 1953.

Victor Petchul

Mr. Petchul succeeds Robert A. Potts, who has been named advertising director of *Traffic Management*, a new Watson publication. Mr. Petchul has been a vp of Watson since 1959.

Don-De' Names Stern

The Don-De' coffee division of Woolson Spice Co., Toledo, has appointed Nelson Stern Advertising, Cleveland, as its agency.



FAR OUT SALESMANSHIP—*This animated space traveler, who comes equipped with the voice of comedian Mike Nichols, started selling Jax beer in 35 southern markets on Dec. 20. In the one-minute spots, Capt. Shepson holds a space-to-earth conversation with a girl communications contact, played by Mr. Nichols' partner, Elaine May. Spot builds to a climax as the befuddled Capt. Shepson looks into his lunchbox instead of his video screen. Doherty, Clifford, Steers & Shenfield is the agency for Jackson Brewing Co., New Orleans.*

MAB Appoints Waggaman; Mullen Will Join LNA

(Continued from Page 3)

Advertisers was described by MPA as the "processor" of PIB data; it "operates under a contract with PIB."

■ Francis C. Miller, LNA president and publisher, said Mr. Mullen "would like to do some consulting work for LNA, which I'm delighted to have him do." Mr. Miller said he told MPA, "We'd like to have Moon [Mullen] work with us," but that thus far, "there are no set arrangements." The next move, said Mr. Miller, is "up to Mr. Mullen."

John K. Herbert, president of MAP, who moved into his post Sept. 19 during the association's annual convention, replacing Robert E. Kenyon Jr. (who then was named exec vp), said that PIB "can use a person with Mr. Mullen's intimate knowledge of statistics." While at the helm of MAB, Mr. Mullen had been directly concerned with PIB functions.

■ Mr. Waggaman was director of advertising promotion for Macfadden Publications for nine years until June 15. Before that he was with Pedlar & Ryan, an agency which was dissolved in October, 1952. Mr. Waggaman, according to Mr. Herbert, will "work closely" with him and Mr. Kenyon in "creating an intensive program of advertising, sales material and presentations designed to increase magazines' share of the advertising dollar."

The difference in titles between Mr. Mullen (executive director) and Mr. Waggaman (manager) was also ascribed to a "reflection of the greater integration of MAB into MPA." MAB has been operating as a virtually autonomous committee since the 1958 merger, and since the September election of Mr. Herbert—whose background is heavily sales-oriented—it had been supposed that MPA would take a more active part in the affairs of MAB.

■ This supposition became reality when, via three individual MAB and MPA meetings, capped by a Nov. 20 ruling by the 30-member MPA board, the 1958 merger agreement between the two groups was modified. In effect, it said that MAB, as usual, would be the ad committee of MPA and "shall have authority in the over-all matters and programs of MPA relative to the advertising and to the industry relations with advertisers and agencies" but this shall be done henceforth "after consultation with and the advice of the president of MPA."

The rule change was interpreted to mean that Mr. Herbert would have strong supervision over stepped-up MAB presentations to specific classifications of advertisers (e.g., automotive, foods, drugs) and, in fact, would personally head up such ventures. Reportedly, they will be designed somewhat along the lines of the "target sell" conducted jointly for newspapers by the Bureau of Advertising of the American Newspaper Publishers Assn. and the American Assn. of Newspaper Representatives.

■ The first ones will be unleashed "some time in February." They will find magazine men such as Roy Larsen of Time Inc., A. L. Cole of *Reader's Digest*, and Gibson McCabe of *Newsweek*, organized into "task forces" of two or three men each, calling on advertiser brass. Mr. Herbert "or perhaps Mr. Kenyon" will accompany the group, as will Mr. Waggaman and Clay Buckhout, a vp of Time Inc., who recently was named chairman of the MAB committee to succeed Vernon Myers of *Look*, who stepped down in September.

Mr. Herbert said Mr. Buckhout would have "a very important role" in the affairs of MAB. He also said the first advertising targets would be "places where dollars are the most and where magazines' share is the least."

■ Another "accelerated" program will be MAB's Magazine Advertisers Coverage Service, which heretofore has produced for advertisers the total county-by-county circulations of books they use. Magazines involved have in turn been assessed for the "nominal" costs. Under present planning, this service will be intensified to include a breakdown of territories by advertiser-salesman, plus the coverage within his area.

Magazine space men will be encouraged to participate in sessions with advertisers' sales people at the wholesaler and dealer levels. Until now, magazine contacts have been made mostly with company advertising directors or sales managers.

Mr. Herbert was quick to point out that the new tactics "will not operate to the exclusion of special interest magazines, in which MAB has a great interest." He said meetings already have been held with the "outdoor group" (*Outdoor Life*, *Sports Afield* and *Field & Stream*) and the "fashion group" (*Glamour*, *Vogue*, *Mademoiselle*, *Harper's Bazaar*, and Fawcett's Women's Group) to "discuss problems and see what MAB could do." He termed the discussions "exploratory."

■ Mr. Kenyon said the "over-all promotion job will be done horizontally, while some vertical promotion will be done by the special interest books themselves." #

Ralph McGraw to Retire

Ralph O. McGraw, advertising sales representative for *Dun's Review & Modern Industry*, will retire Jan. 1, and will take up residence in La Jolla, Cal. Prior to the merger of the magazines in 1953, Mr. McGraw had been western manager for Magazines of Industry Inc., since 1944. Before that, he was editor of *Industrial Marketing* and on the editorial staff of ADVERTISING AGE for 10 years.

Sen. Johnston Hints P.O. Rate Hike Will Get Okay

(Continued from Page 1)

planations of the agreement, if any, which emerged from the meeting of Sen. Johnston and postal officials. But the senator issued a statement which said, "For the first time in recent history, an administration will support the realistic approach to public service outlined in the Postal Policy Act of 1958 largely conceived by the Senate post office and civil service committee."

■ He said, "Any bill combining realistic rate increases and sound public service allowances will receive prompt hearings before this committee probably in the early weeks of the next session after action by the House."

A rate bill was reported out of the House post office committee this year, but became tangled in procedural snags during House debate. The administration is expected to move to get the rate problem before the House soon after Congress returns, but it needed assurance that Sen. Johnston will give the bill serious consideration if the House acts.

■ Sen. Johnston's statement still left room for quibbling over the scope of the public service allowance accepted by the department, but there were reports that he has been assured that the President's budget message to Congress in January will embrace the concept of an adequate public service allowance, and estimate the current public service burden of the department at about $250,000,000.

Tabulations used by Sen. Johnston in the past cover a wide range of postal activities, including its losses on the operation of small post office and rural routes, and peg the "public service" item at $300,000,000 to $350,000,000. The original Kennedy budget message early this year recognized only $65,000,000 of public service, but the administration subsequently shifted its position during rate hearings before the House post office and civil service committee, and identified about $230,000,000 worth of "public service" which it is ready to concede.

■ The department's expenses currently are in the range of $850,000,000 in excess of income. In a proceeding before the Interstate Commerce Commission, it hopes to get higher fourth class rates, to bring in about $100,000,000. After allowing for these increases, and for a $250,000,000 public service credit, the requirements of a rate bill would be roughly $500,000,000. The bill now before the House would raise at least this amount, with more than $400,000,000 of the new funds secured through higher rates on letters and airmail.

There has been some talk of a 7% pay hike for postal employes. A hike of this size would cost about $250,000,000, which would require sharp increases and could be financed only through increases on patrons of second and third class mail, unless the department also intends to disclose new cost cutting procedures. #

Curtis Drops Part of Pension Plan

PHILADELPHIA, Dec. 21—Curtis Publishing Co. has eliminated a portion of its employes' pension plan to "preserve and improve the company's economic soundness."

The only area affected is the supplemental fund. After Dec. 31, Curtis will cease matching employes' contributions to the fund (up to 3% of annual pay). Under terms of the pension plan, the employes' contributions, therefore, also will disappear. Pensions now being paid are not involved, nor will the plan's normal operations be disturbed except as they apply to amounts for retirements which begin after Jan. 1.

■ The supplemental fund, which totals about $15,000,000, was started in 1945 along with another, called a basic fund. The original contribution maximum for the supplemental fund was 2%; this was raised to 3% in 1958. The basic fund, on the other hand, has been paid for entirely by Curtis and its subsidiary companies; it currently totals about $35,000,000.

Curtis explained to employes that the year 1961 is showing "substantial losses even though some of the subsidiary companies are making profits. While many constructive programs are being vigorously pursued to reverse the loss situation, there is no way of knowing now whether, or the extent to which, 1962 will become a profitable year." #

Charles Hook, 47, Kudner Head, Dies

NEW YORK, Dec. 20—Charles R. Hook Jr., 47, president of Kudner Agency and a former Deputy Postmaster General, died yesterday in a suite maintained by Kudner in the Madison Hotel. He apparently died of a heart attack.

Charles Hook

Mr. Hook joined Kudner in October, 1955, as exec vp and was named president in 1959, two years after the agency had lost the Buick account and other General Motors business, a loss of about $20,000,000 in billings.

He played a key role in helping the agency regain its stature. From peak billings of $70,000,000 in 1957, Kudner had slumped to about $17,000,000 by the time he was named president. Today it bills about $25,000,000. Kudner subsequently made a proud public admission that it was an agency "with rosin on its pants."

■ Mr. Hook was a son of Charles R. Hook, who helped to build Armco Steel Corp., Middletown, O., into a major steel manufacturer. The elder Mr. Hook retired as Armco chairman this year at the age of 81.

The younger Mr. Hook began his career with the Rustless iron and steel division of American Rolling Mill Co., Baltimore, and rose to be assistant to the general manager. He became vp in charge of personnel of Chesapeake & Ohio Railroad in 1948 at the age of 33.

ELMER P. GRIERSON

DETROIT, Dec. 19—Elmer P. Grierson, 73, former owner and editor of *American Boy*, died here yesterday on his 73rd birthday. The publication was bought in 1954 by Parents' Institute.

Mr. Grierson, an attorney, served as Detroit water commissioner and on the Wayne University board of directors.

'Redbook' Names Two

Redbook, New York, has named Laury E. Sweeney assistant marketing research director. James A. Mulcahey, previously with Hearst Publications, has been named fashion ad manager, succeeding James Kopper, who resigned.

WAVE-TV viewers have 28.8% more TEETH

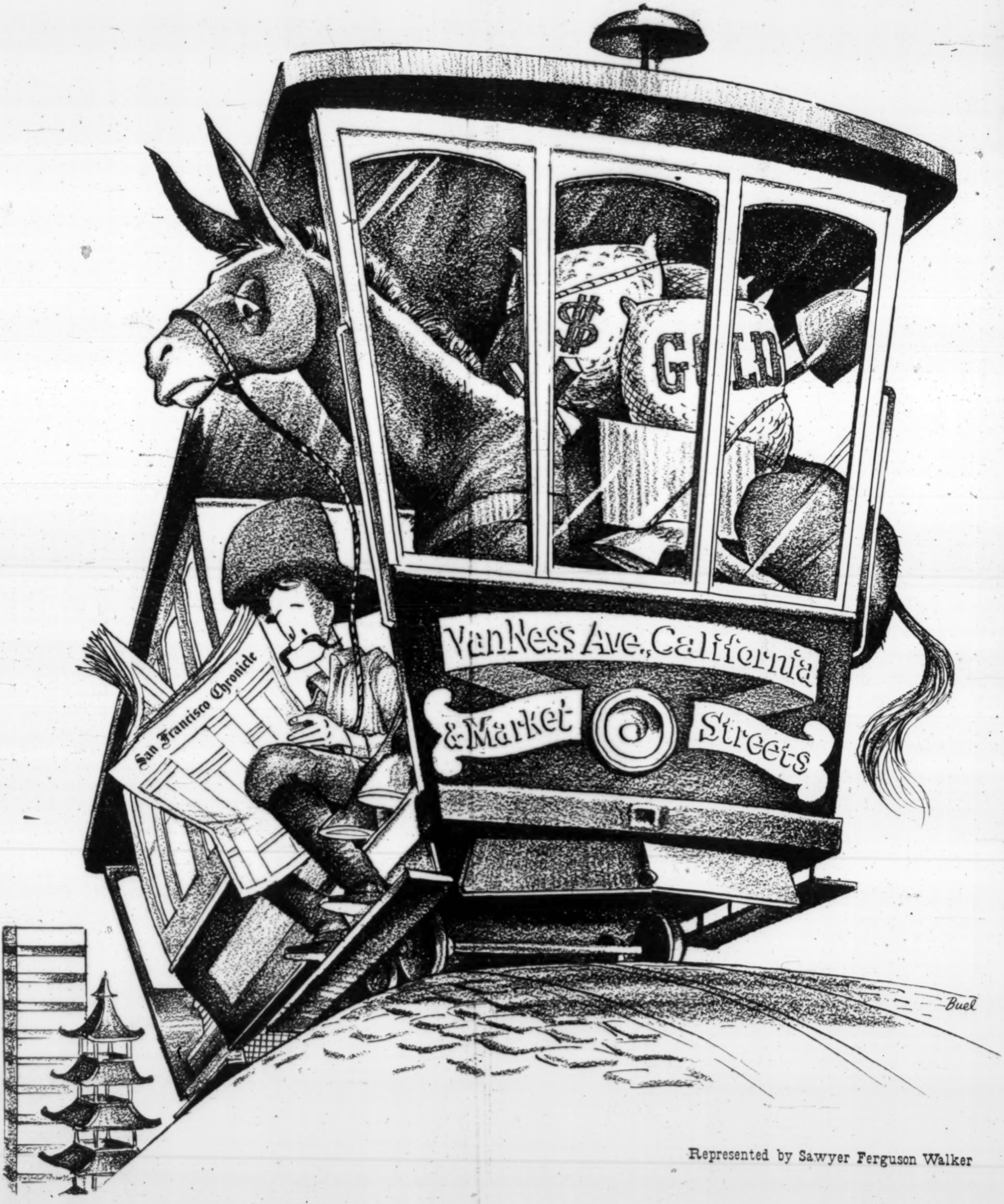
—and keep 'em sparkling with 28.8% more tooth paste, powders and brushes!

WAVE TV

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

THE CHRONICLE MEANS THE WEST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GOLD
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